



# REKO-ring

FOLLOW-UP EVALUATION

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## Summary and conclusion

Reko-ring is a phenomenon that has been growing in Sweden. It is a way of selling and buying locally produced foods without middlemen. In 2018 a study was carried out to review if Reko-ring could be said to be a good example of sustainable countryside. This study is a follow-up that was made in February 2020. The project Hållbar landsbygd Sjuhärad (Sustainable countryside Sjuhärad) is the sponsor of the study.

Results in 2018 showed that Reko-ring was an appreciated and positive way of buying and selling, for both consumer and producer, and that it also provided added value. The evaluation in 2020 wanted to analyze if the positive effects persisted and see the developments of Reko-ring. The evaluation 2020 is based on a digital survey with answers from 456 consumers and 28 producers.

In 2018, fears were raised from producers that Reko-ring was something temporary and that as quickly as it was established, it could die out. These fears have not come true and the evaluation in 2020 provides a positive picture of how Reko-ring has developed. The rings that existed in 2018 are still active and in addition, more rings have been added. Under the time for the survey another ring started and there are also requests from consumers for more rings.

To sum up, the same categorizes can be made in 2020 as was in 2018, which is that Reko-ring is about:

- The locally produced - to strengthen and benefit local food producers
- The quality of the food - that the food is of a higher quality than in a regular grocery store and tastes better.
- A pleasant experience - to get in touch with the producer and to participate in the delivery.

For consumers Reko-ring clearly provides added value, with a high degree of agreement of complex values such as increased affiliation with the vicinity, greater understanding of locally produced food and the impact of food on the environment and climate. Also, increased appreciation of the quality of the food and foremost the personal meeting with the producer. Reko-ring gets many positively coded words as a description, like that it gives joy and fellowship. Both the Facebook group and the time for delivery receives from both consumers and producers, regardless of Reko-ring, a rating that the atmosphere is very good. This shows that Reko-ring also fulfills a social function, in addition to being a financial transaction.

The consumers consider goods purchased at Reko-ring to be healthier. It is also linked to being something genuine and honest. Reko-ring is also associated with small-scale and organic, but it is not a criterion for being allowed to sell via Reko-ring. There are also many who associate Reko-ring with good animal husbandry and consider that important. Environment and climate are an important focus for many consumers, although the most highlighted is the geographical proximity and focus on food quality.

Reko-ring has affected profitability in a positive way for producers. As many as 89% of the responding producers state that Reko-ring has increased sales, of which 46% a large increase. The producers are generally loyal to Reko-ring. 43% have sold just about every opportunity and a further 25% about half of the opportunities in the last six-month period. Almost half of consumers have shopped in their ring since it started, although there is a decline compared to 2018 statistics regarding how many people who buy every or about half of the possible occasions. However, about a quarter still trade every occasion. There

is potential for additional producers and goods, more meat and vegetable producers are in demand. Eggs are also often sold out, this applies to all rings. Although the majority consider the offer to be good.

The consumers lift the same obstacles in 2020 as in 2018, which is not being able to participate in the time for delivery and that it is considered expensive. The drop-off point is also considered to be poorly lit and cramped. Facebook is generally considered a good platform, even if comments are made about the advertising system. There is a large group of consumers who show interest in Reko-ring but who have not yet shopped. The biggest obstacles are the time for delivery and that it feels unfamiliar and thus takes energy to do. This means there are a great potential in becoming a recurring consumer after making the first purchase and some form of try-out business would be beneficial. Most of the producers do not see any obstacles in participating in Reko-ring but some suggestions for improvement are made, such as more marketing for Reko-ring, better parking and reduced time for delivery. Some also makes reflections on how Corona has affected this year's season, both from the point of view of maybe they should offer home delivery and that it has increased sales.

## About the evaluation of Reko-ring

The first evaluation of Reko-rings in Sjuhärad was made in the spring of 2018. This is a follow-up. The project Hållbar landsbygd Sjuhärad (Sustainable countrysides in Sjuhärad) are initiator and owner of the evaluations. The project aims, among other things, to examine positive examples of sustainable countrysides. Evaluation of Reko-ring was initiated on the basis that before Reko-ring can be said to be a good example, Reko-ring's impact on producers and consumers needs to be examined and analysed. The two evaluations (2018 and 2020) have the same goal, but the first in 2018 also focused on evaluation of the municipality's role for Reko-ring. As the evaluation gave a good answer, that perspective is not included in this follow-up. In this evaluation the added purpose is to examine what differences and similarities there are compared to the previous one and what developments can be discerned. The underlying purpose is thus to examine whether Reko-Ring can still be said to be an example for sustainable countryside. The questions to be investigated and answered are the following:

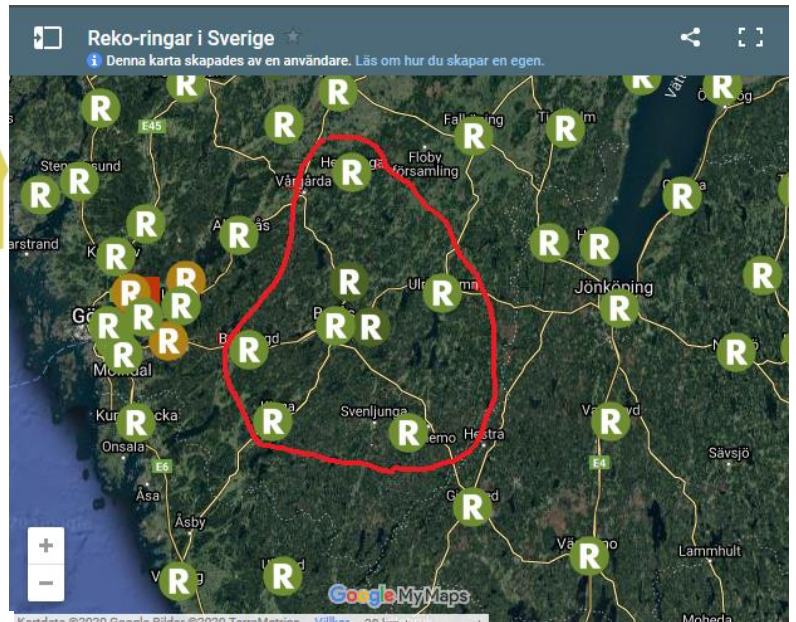
- How does Reko-ring affect food producers' conditions in Sjuhärad?
- How does Reko-ring affect consumers' in Sjuhärad behaviours and values regarding food?
- Is there a group of consumers that wants to come but does not? How can they be encouraged to start using a Reko-ring?
- What development can be seen since 2018?

## Explanation of the geography

Sjuhärad is the name of tradition that describes the municipalities Bollebygd, Borås, Herrljunga, Mark, Tranemo, Svenljunga, Ulricehamn and Vårgårda.



*The eight municipalities of Sjuhärad.*



*The location of the Reko-ring i Sjuhärad. Sjuhärad is the area inside the red ring  
<https://hushallningssallskapet.se/forskning-utveckling/reko/narmsta-reko-ring/>*



*Where in Sweden Sjuhärad lies*

## Short presentation of Hållbar Landsbygd Sjuhärad

**Time period:** 20170301 – 20201030

**Vision:** Sjuhärad is a pioneer in creating and communication sustainable lifestyles and sustainable activities in the countryside.

**Purpose:** To make visible, develop and create conditions for sustainable lifestyles and activities in Sjuhärad.

### Goals:

- We will map sustainable lifestyles in the countryside
- We will make visible and inspire for more sustainable lifestyles and activities in the countryside
- We will develop and create conditions for sustainable lifestyles in the countryside
- We will spread the image of how to live, work and develop industries sustainably in the countryside in Sjuhärad
- We will find arenas for the exchange of experience as well as tools and methods for developing a more sustainable countryside
- We will define what sustainable countryside means in Sjuhärad
- We will be a catalyst for new projects, both national and international
- We will make Sjuhärad a pioneer for sustainable lifestyles in the countryside

**Project owner:** Participants in the project group have changed during the time period but the city of Borås Stad is responsible for leading the project. Other members are the municipalities of Bollebygd, Ulricehamn, Svenljunga, Tranemo and Vårgårda. They have representatives in issues regarding environmental and wildlife protection, business development and development of the countryside. Activities have also taken place in the municipalities of Mark and Herrljunga. Other partners are Navet Science Center, Leader Sjuhärad, Studieförbundet Vuxenskolan i Mark and Lokalproducerad i Väst. The project is financed by the Borås region's environment growth funds.

### Target groups:

- Primary target group
  - Target group 1. People who live and work in the countryside
  - Target group 2. Business, associations and organizations in rural areas.
- Secondary target group
  - Target group 3. Municipalities.

### Focus areas:

- Reko-ring
- Sharing economy
- Local tourism

### What is Reko-ring?

Reko-ring is an abbreviation of the Swedish words "rejäl konsumtion" which means serious consumption and ring is a loosely formed association. It is a way to buy locally produced food and other goods, through a digital platform that aims to remove intermediaries between producer and consumers.



Preferably from consumers in the immediate area but also more producers from a more long-distance can be welcome. A Reko-ring is not a market but a delivery of pre-ordered goods. This is to handle the Swedish regulations that a food market requires a permit for every given occasion. Reko-ring mainly handles raw products and food, but by-products can be allowed as long as they are linked to a primary production. For example selling sheepskin if you also sell meat.

It is the producer's responsibility to ensure that the rules and regulations regarding food, accounting and tax are followed, not the Reko-ring. It is up to each ring to define its own guidelines and some variation occurs, for example from how far away the producers can live and produce its goods. The guidelines are determined by the ring's administrators. A Reko-ring is organized via Facebook. Generally, two groups are started per city/area where one is aimed at consumers and one at producers. The producer group posts information and discussion between producers and in the consumers group the selling/buying occurs. The format is that the producer post in the consumer-group and describe its goods, prices and the condition for the production. The consumer responds with a comment for the order. The producers confirm with either a comment or pressing the "like-button". Some producers also provide an order number. Only posts about sales are welcome and consumers cannot post their own posts. The group's administrators moderate and remove comments that are not linked to buying and selling. Between each occasion for Reko-ring all posts are deleted and the producers must post renew before each sales opportunity. Some of the Reko-ring makes a Facebook event linked to each occasion, as a reminder of what date it is.

The date for delivery occurs with repetition, usually on the same day of the week. The ring's administrators decide which date and how often. Variation on dates may occur depending on the season and major holidays. On the occasion for delivery the producers and consumers meet on a pre-determined place. It is normally the same place every time and some kind of area with big space, for example a parking lot. Only pre-ordered items can be purchased. It is up to the producer to choose how the consumer should pay. Preferably Swish is used, a digital transfer through confirmation of the mobile phone. The time for meetup is normally limited to one hour, but variation may occur.

The background of why Reko-ring started is that local producers needs support, to increase the Swedish degree of self-sufficiency and create a viable countryside. The food quality is considered to be higher of locally produced goods and that the farmer receives a more fair wage. It is also included that the consumer should be able to ask questions directly to the producer and learn more about the food, this is also expressed as relationship food.

### Methods and material for the evaluation

The evaluation has been aimed at all those who use Reko-ring in Sjuhärad. It is divided into two target groups, producers and consumers. Consumers are then divided into two further groups, the passive and the active.

At the start of the evaluation in January 2020, there were seven active Reko-rings in Sjuhärad, which is an increase of four rings since 2018. The current Reko-rings for the evaluation in February 2020 are:

- Bollebygd
- Borås
- Herrljunga
- Mark

- Kind
- Toarp / Dalsjöfors
- Ulricehamn

The evaluation is based on a digital survey posted in the rings' Facebook groups. There were two different surveys, one aimed at consumers and one at producers. The survey for producers was live between 27 January and 14 April 2020 and the number of respondents were 28. In 2018, there were 36 respondents. The survey is anonymous, so it cannot be traced if it is the same producers who answered 2018 as 2020. The survey for consumers was live 27 January and 5 February 2020. 456 consumer responded. 2018 it was 366 pcs.

Number of members in Facebook groups for producers (5 February 2020):

Bollebygd: 55

Borås: 208

Mark: 75

Ulricehamn: 124

Toarp/Dalsjöfors: 44

Number of members in Facebook groups for consumers (5 February 2020):

Bollebygd: 1 517

Borås: 12 351

Herrljunga: 1 255

Kind: 931

Mark: 2 959

Toarp Dalsjöfors: 1 003

Ulricehamn: 3 907

It is possible for both consumers and producers to be member in several groups.

## Results

### Producers

Borås is the Reko-ring that most producers use for selling their produce. However, Ulricehamn's ring is also a well-frequented ring, despite the fact that that city is significantly smaller than Borås. There is also an overlap between these cities, as four of the producers sell in both cities. Also in 2018, Borås was the one with the most respondents and that Borås and Ulricehamn were a common combination to sell in.

All rings are represented in the answers, even if Kind only has one respondent. Though Toarp, which is also a small ring, has more respondents than Bollebygd, Mark and Herrljunga. 64% of producers sell in more than one ring and of three of them in, at least, five rings. It is also clear that the Sjuhärad producers also sell in rings outside Sjuhärad. The number of answers and which ring they sell in is not representative of how many producers there is in each Reko-ring.

During the evaluation, another Reko-ring has been started up, in Fristad. As it was not added until March, when the questionnaire's questions had already been formulated, it was not included as an answer alternative and no producer has stated it as a free answer.

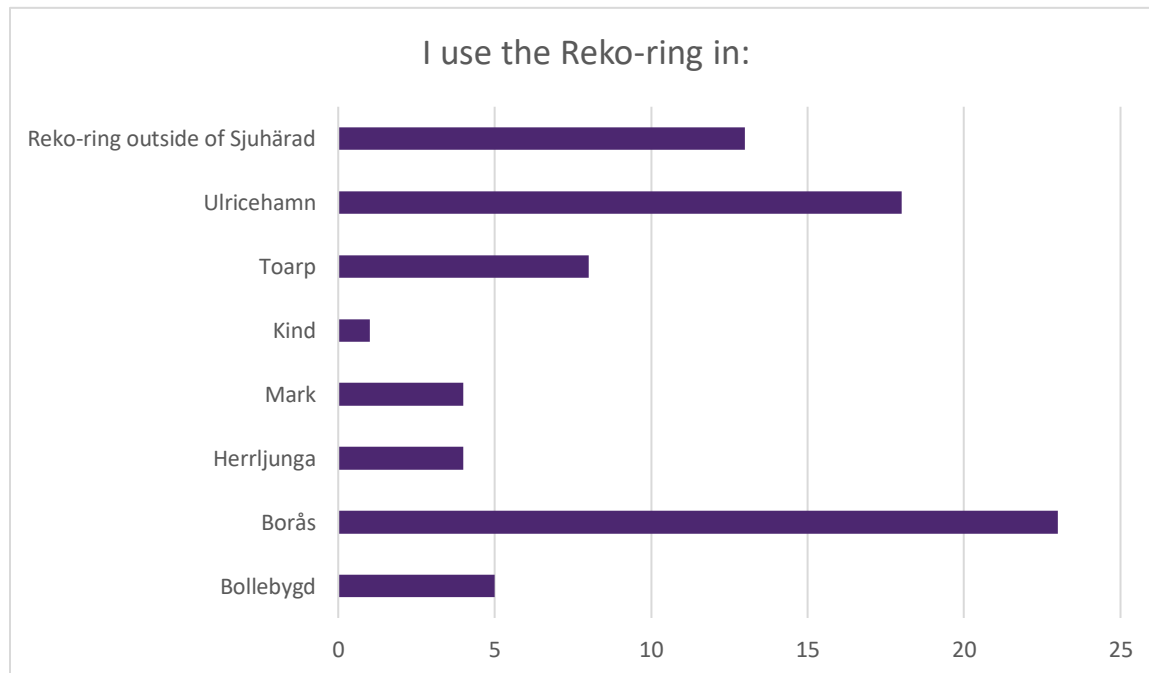


Figure 1 Which Reko-ring the producers use

Combination of Reko-rings	Number of respondents
Borås, Ulricehamn	4
Bollebygd, Borås, Mark, Toarp, Ulricehamn, Outside of Sjuhärad	3
Borås, Herrljunga, Ulricehamn, Outside of Sjuhärad	2
Borås, Toarp, Ulricehamn, Outside of Sjuhärad	2
Borås, Outside of Sjuhärad	1
Bollebygd, Borås, Toarp, Ulricehamn	1
Borås, Herrljunga, Outside of Sjuhärad	1
Borås, Ulricehamn, Outside of Sjuhärad	1
Borås, Toarp	1
Borås, Toarp, Ulricehamn	1
Borås, Kind, Ulricehamn, Outside of Sjuhärad	1

Figure 1 Combination of rings to sell in

Eight respondents sell in only on reko-ring:

Which Reko-ring	Number of respondents
Borås	4
Herrljunga	1
Ulricehamn	3

Figure 2 Those who sell in only one Reko-ring

Three words you associate with Reko-ring

A total of 77 words have been received regarding what is associated with Reko-ring. The most commonly used word is customer contact. When positive relational words such as social, relations, meetings, personal, nice and pleasant are also used, this can be interpreted as looking positively at this customer contact. The second category for commonly used words is focus on geographical proximity. It's about local, locally produced or that it is close in the vicinity (in Swedish this is describe in the closely related words "lokalproducerat" and "närproducerat" which both means locally produced). The third category of most used words is about the implementation itself and that it is profitable, flexible and easy and it is considered to provide opportunities. The words used are similar to the ones in 2018 but with a different focus. In 2018 the focus was on the locally produced and that there were no middlemen. Likewise in 2018 and 2020 the use of positive charged words are dominant and no negative connotations are used.

Words that occur once in 2020:

Efficient, fun, no waste, direct, small producers, luxury products, joy, relationship food, sustainable, sustainability, direct sales, freshly harvested, no loss, network, knowledge, better profitability, small-scale, fast, climate-smart, old-fashioned market trading, locally produced without intermediaries .

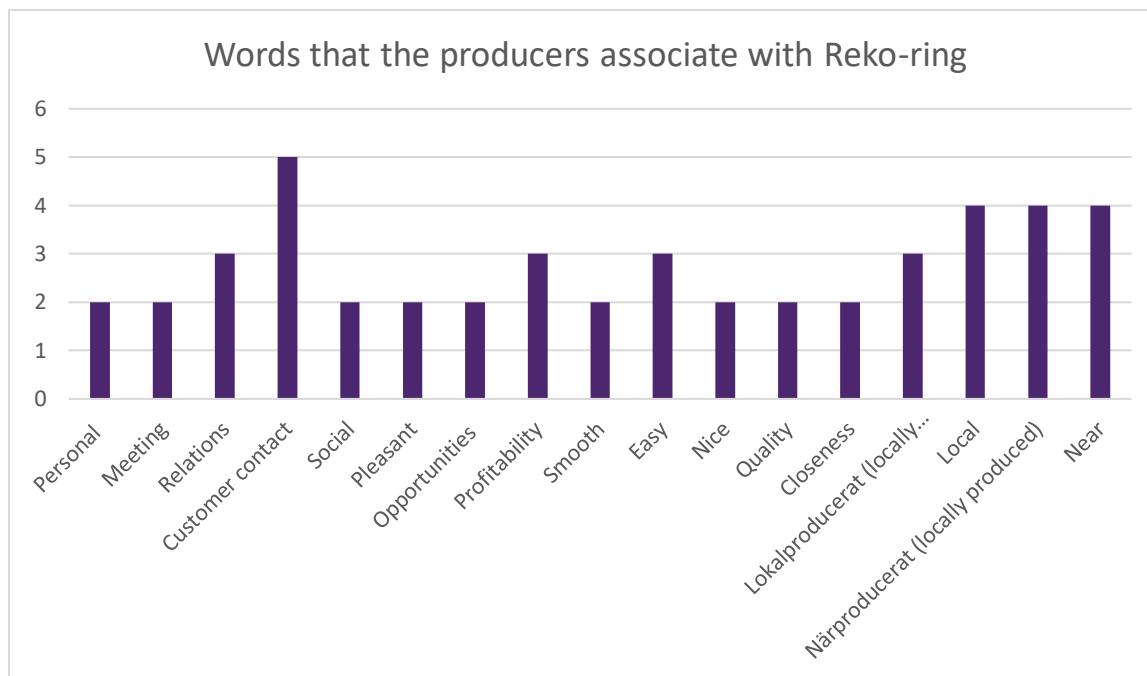


Figure 3 What words the producers associate with Reko-ring

Which food do you produce?

The responding consumers represent several different food categories, of which meat is the one with the most respondents. However, it is similar to the representation of responding vegetable producers and processed good (even if many have chosen to state honey as a food category of it own). Only one respondent sells eggs.

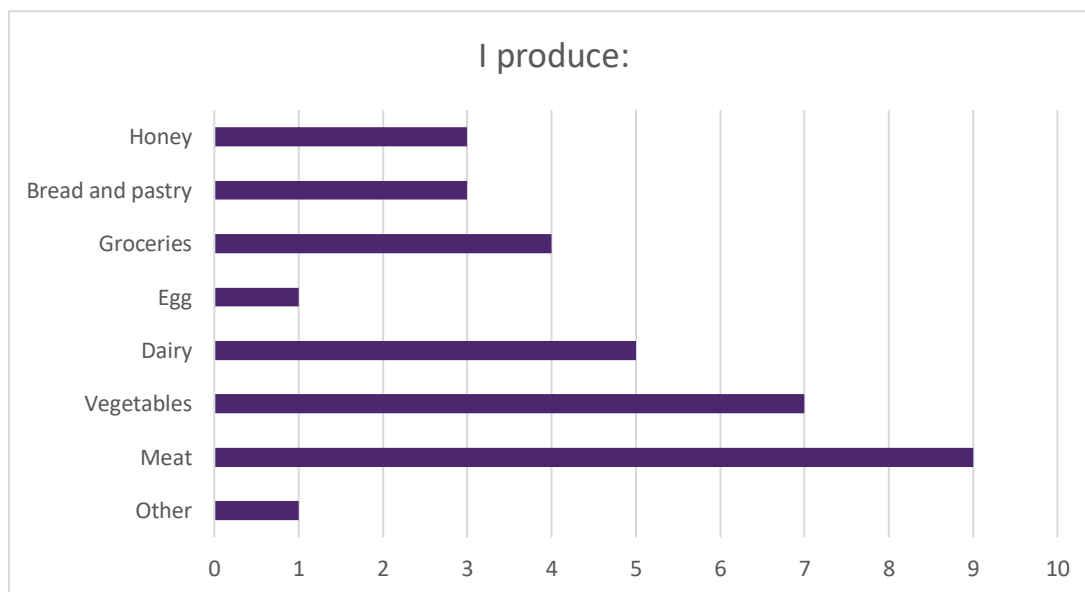


Figure 5 What the producers sell

Other: leather and yarn

In 2018, it was the producers who produced processed goods that were the most answered category. Meat was in place three. Whether this means an increase in the number of meat producers cannot be deduced from this study.

Did you sell before you participated in Reko-ring?

The majority of the respondents sold before they started selling via Reko-ring. Three respondents state no in that they did not sell food before they started selling via Reko-ring. The question was not represented in the 2018 survey.

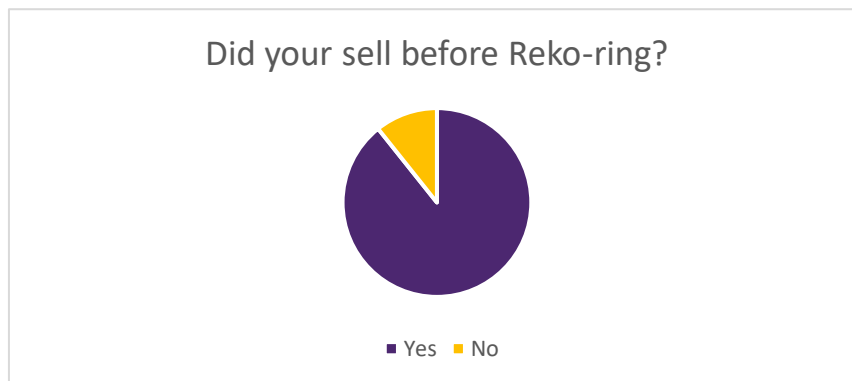


Figure 6 If the producers sold before using a Reko-ring

Revenue, profitability and employment

46% of the respondents state that their revenue has increased greatly since they started selling via Reko-ring. Another 39% that it did so to a small degree. 11% have unchanged sales and 4% see a decrease. The latter corresponds to one producer.

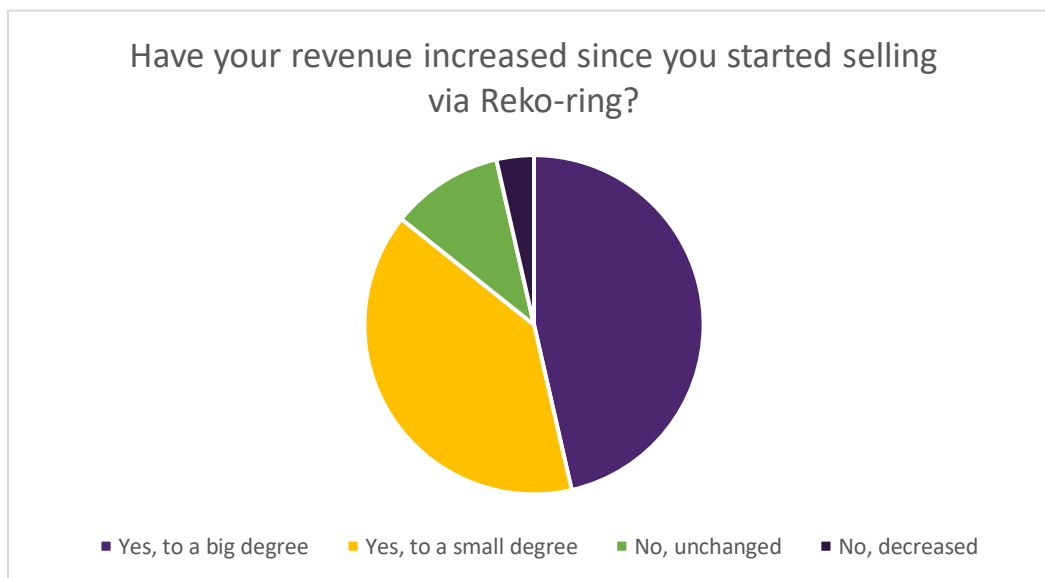


Figure 7 Revenue

25 responses have been received regarding the degree of increased profitability. The most answered alternative is that it has increased by 1-25%, the second most answered alternative is that it has increased to 25-50%. 16% have had an increase that is within 51-75%. One producer sees that profitability has increased to the range 76-100% and one more than 100%.

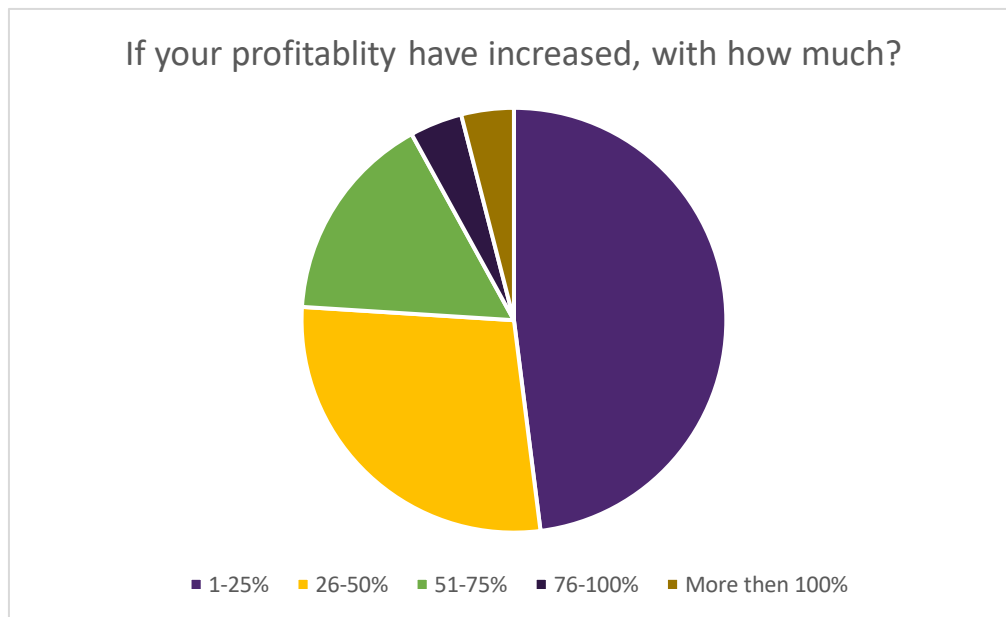


Figure 8 Profitability

The most answered alternative, 39%, regarding the employment rate is that it is unchanged since they started selling via Reko-ring. Close thereafter in the number of respondents, 36%, is that it has increased to a large extent. No respondent states that it has decreased.

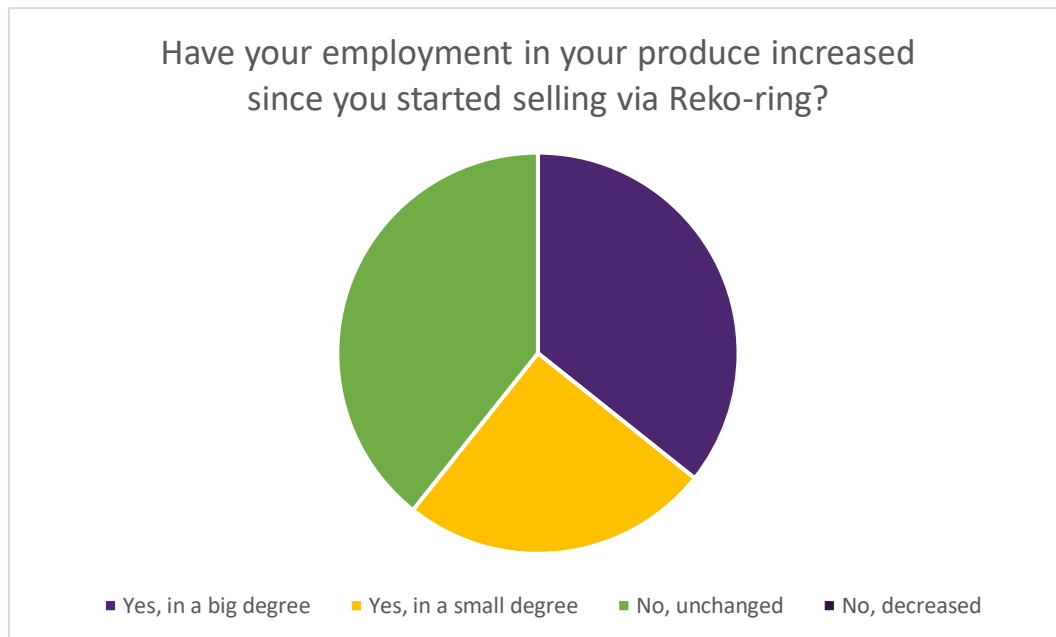


Figure 94 Grade of employment

Correlation between revenue and employment shows:

- 8 large increase in sales and large increased employment rate
- 8 small increased sales and unchanged employment rate
- 4 large increased sales and small increased employment rate
- 3 small increased sales and small increased employment rate
- 3 unchanged at both points
- 1 reduced revenue and large increased employment rate

All the six who state they have a revenue that has increased by more than 50% have a large increase in the employment rate.

In 2018, 55.5% of producers stated that sales increased to a small degree, 30.5% to a large degree and the remaining 14% that it was unchanged. At the same time, the employment rate in production had increased to a small degree for 42%, for 33% had been unchanged, for 19.5% had increased to a large degree and for 5.5% had decreased.

The answers for 2018 showed that:

- 14 have a small increase in revenue and a small increase in the employment rate
- 8 small increased sales and unchanged employment rate
- 7 large increased sales and large increased employment rate
- 4 pcs unchanged at both points
- 1 unchanged revenue and reduced employment rate
- 1 slightly increased revenue and reduced employment rate
- 1 large increase in revenue and slightly increased employment rate

43% answer in 2020 that food production is not the main occupation. Of the 12 who answer that it is not so at the moment, 3 state that they want it to be as soon as possible and three want it in a few years. The remaining six do not want food production to be the main occupation.

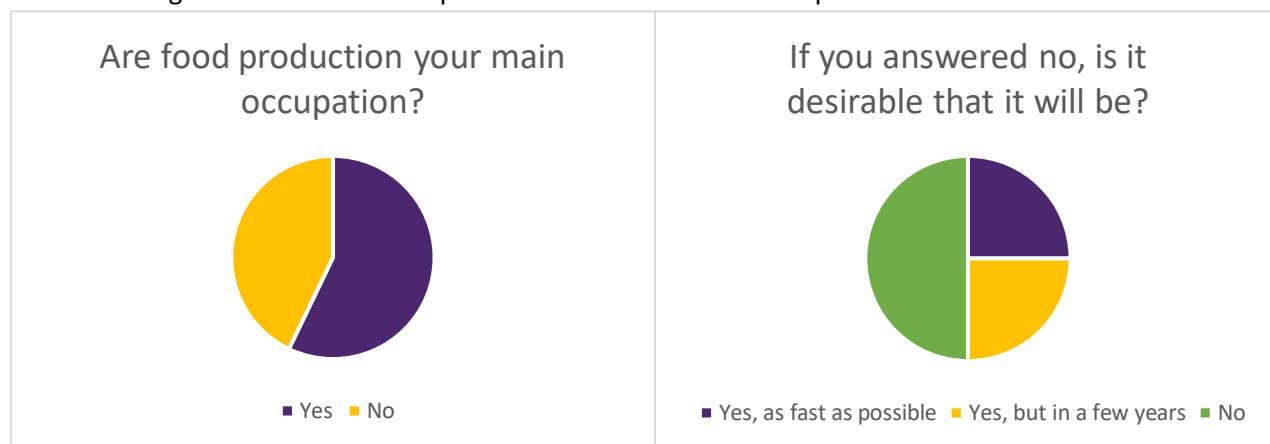


Figure 50 Are food production main occupation

Figure 6 Is it desirable that food production should be main occupation?

Compared with 2018, it is a similar pattern, where the majority have food production as their main source of occupation, but a large proportion do not. Of those who did not have it at the moment, 59% wanted it to be, most of which only in a few years. There is a larger proportion of those who responded



in 2020 who do not want food production to become the main occupation, at the same time as there is an increased proportion of those who want it to happen as soon as possible.

#### Continued support

43% of the respondents state that they feel they need support in the continued development of the company. Half of those answers concern marketing. After that, there is an answer each regarding support in hiring, finances, food regulations, finding new markets and complementary activities. There are also two free answers:

- Not sure what the support is about, but support from customers is always important
- Delivery to the stores and to restaurants. They should pick up on Reko-ring!!!

The issue was not represented in 2018.



Figure 12 Support for continued development



Figure 13 In what areas are support desirable

How often do you sell through a Reko-ring?

43% of producers have sold just about every opportunity in the last six months. This is a decrease since 2018, when the response was 50%. 25% have sold about half of the occasions while the remaining 32% only sold occasionally.

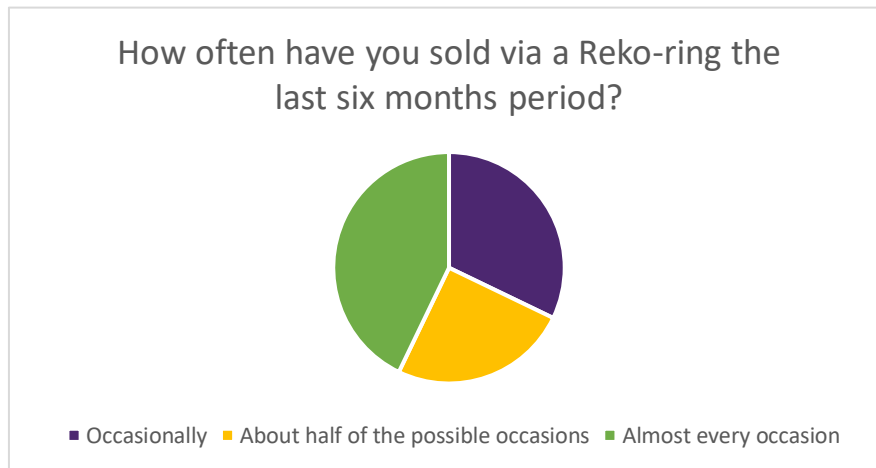


Figure 14 How often sold via a Reko-ring the last six months period

More sales channels

The most answered option for if you have more sales channels is a direct sale to the consumer, 75% of the producers state that.

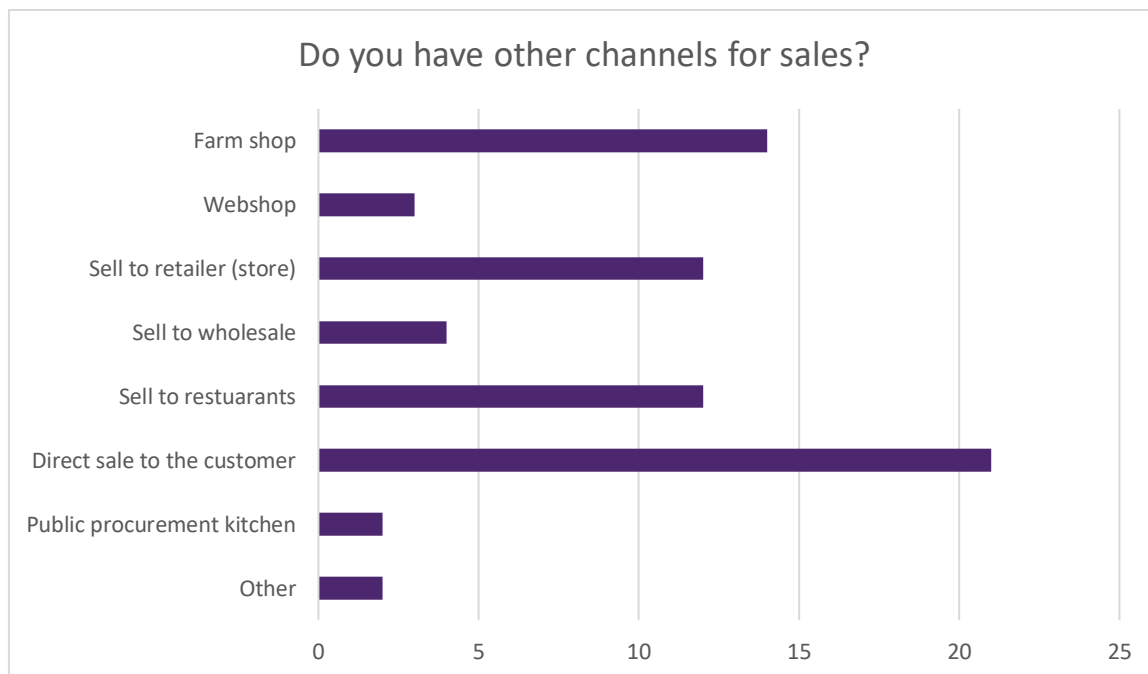


Figure 15 More channels for sales

Other: At markets

There are differences from the answers in 2018, even though it is a similar pattern. Direct sales to consumers are still at the top. However, there is more respondents who answers that they sell through own farm shop then selling to retailers (shop) but the difference is low and there is a similar number of answers. Selling to a restaurant shows similar results as in 2018. Selling via a webshop is still a low proportion, as is also selling to a wholesaler. New for 2020 is that public procurement of school kitchens has emerged as an alternative for two producers.

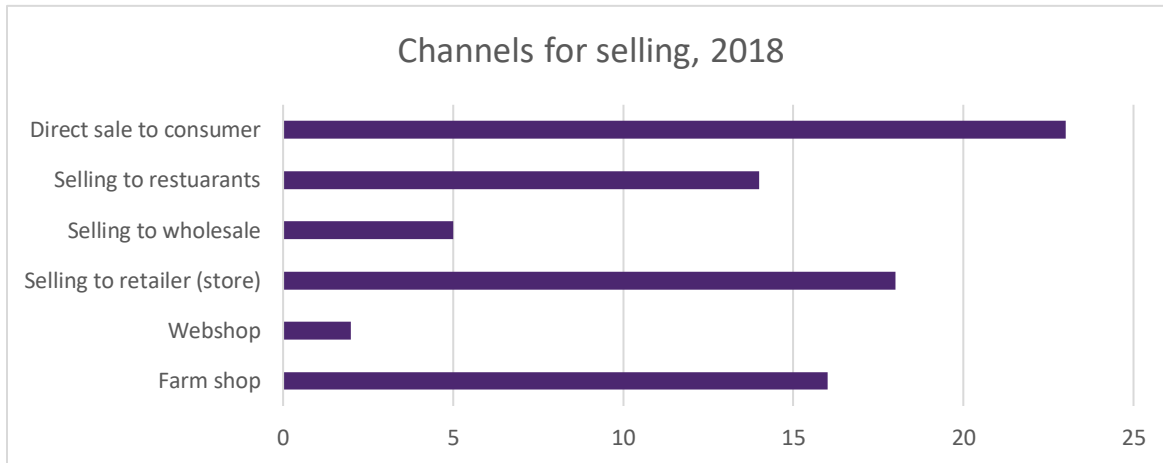


Figure 16 Channels for selling 2018

What made you start using a Reko-ring?

The lecture by Tomas Snellman (founder of the concept Reko-ring in Finland) is more important for those who chose to answer in 2020 than for those who answered in 2018. However, this may be due to chance based on those who chose to answer, but still shows that the lecture was an important igniting spark. Tips from Lokalproducerat i Väst were important in 2018 and it is a position they also maintained in 2020. However, the importance of getting tips from friends, family and acquaintances has decreased, as well as getting tips from producers. Getting the information from Facebook is an important source of information, which has the same number of respondents in 2018 and 2020. There are also respondents in both years who state the newspaper as a source for gaining knowledge about Reko-ring, even if it is a small number of respondents on that answer.

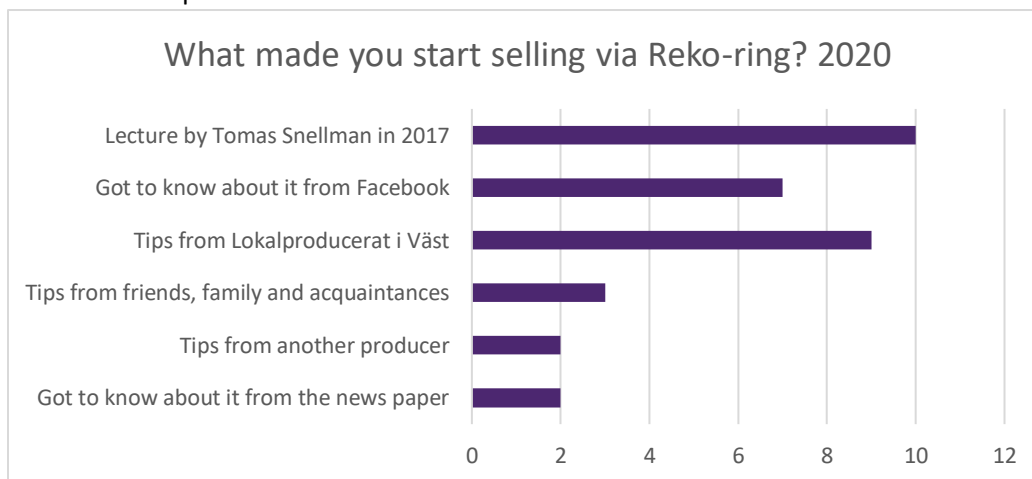


Figure 17 What made you start selling via Reko-ring? 2020

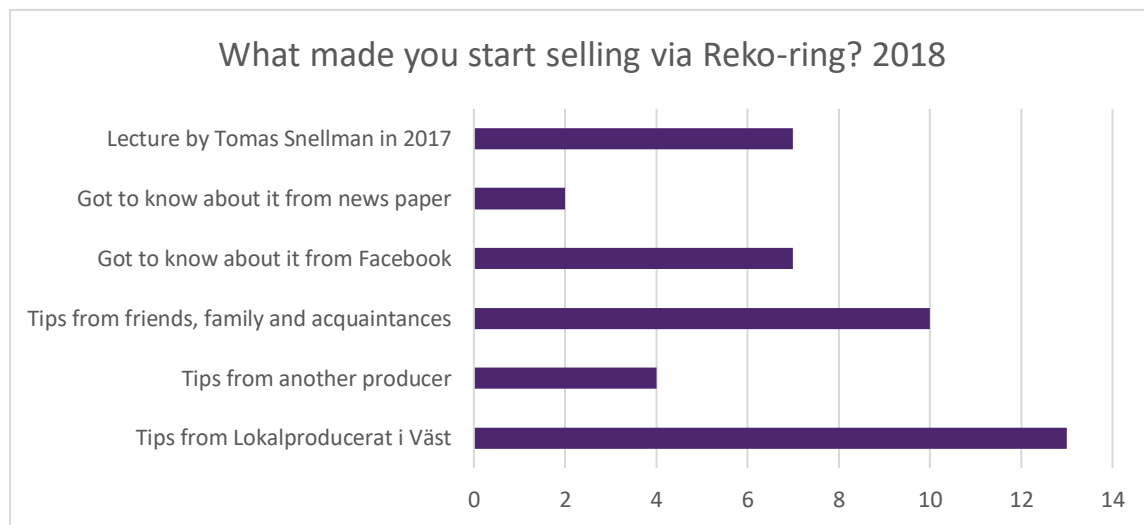


Figure 18 What made you start selling via Reko-ring? 2018

### Obstacles

The overwhelming majority, 67%, see no obstacles to continuing to sell via Reko-ring. The obstacles that exist are that the main occupation means that there is no time or energy to produce or sell, that there are too few orders or that there is not enough to sell. There have also been three comments:

- Too little sales versus time and transportation
- See no obstacles but it takes a lot of energy to look through all the comments via Facebook. Only that part is boring. That is why we choose not to sell loose weight, only ready-made vegetable bags.
- Depends on the number of orders in relation to work effort and cost.



Figure 197 Obstacles

Other: Corona and competition

The proportion who state that they do not see any obstacles has increased in 2020. In 2018, it was 47%. The number of responses indicating that barriers were that they have nothing left to sell has also decreased since 2018. Barriers to selling in 2018 were also a lack of profitability and administrative

difficulties as well as a lack of knowledge for the customers about health how this is impacted by which food you eat. Answers that do not occur in 2020.

#### Facebook as a tool

Facebook is a good tool for Reko-ring. 86% of producers think so. This is a decrease since 2018 when 95% thought it was a good tool. As a suggestion for what could be used instead of Facebook, four have chosen to respond. Two respondents suggest Local food nodes (a web-based tool for selling locally produced goods that exists in other parts of Sweden, see <https://localfoodnodes.org/en> for more information). One respondents wants to develop connected tools that can provide reminders to customers and finally it is one who comments that Facebook's algorithms is difficult to handle, as they make it difficult to find ads in the flow and that you sometimes have to search specifically and customers

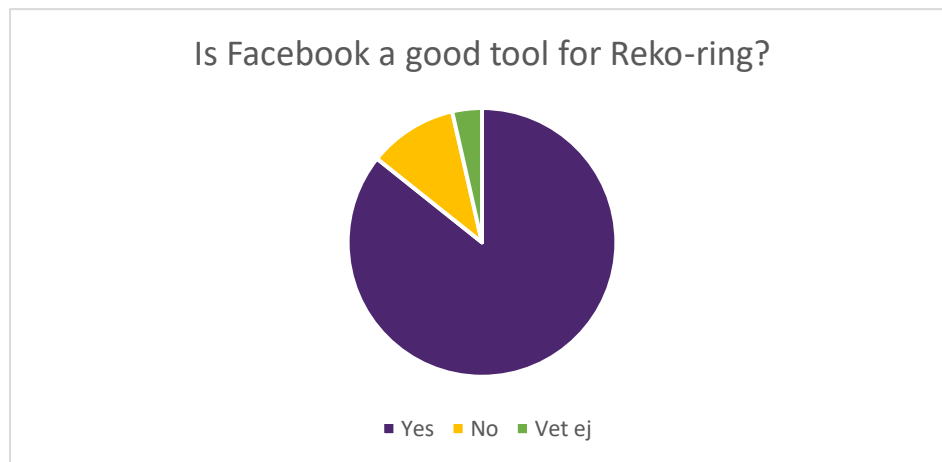
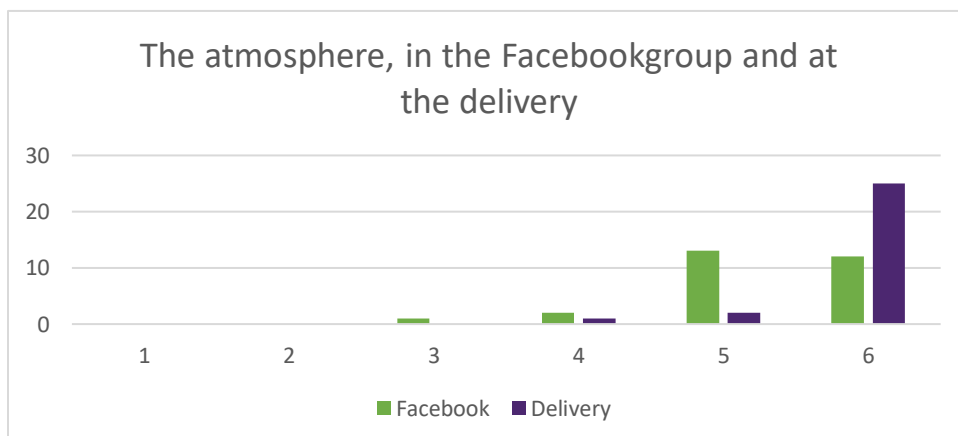


Figure 208 Facebook as a tool for Reko-ring

don't do that.

#### Atmosphere

The atmosphere is overwhelmingly good, both at the drop off and in the Facebook group. The only one who states a third regarding the mood on Facebook sells in Borås and Ulricehamn and he is also the only one who states a four for the mood at the delivery. The other two that indicate a four sell in Borås and Ulricehamn as well as Borås, Herrljunga and a ring outside Sjuhärads. That a four is the lowest number is a sign of strength for the atmosphere at the delivery. The Facebook mood is slightly lower but still classified as good. This issue was not represented in 2018.



*Figure 91 The atmosphere*

#### Other comments and suggestions

Nine have chosen to leave a comment or their own proposal. Two of them are about marketing, where one thinks that the municipality should advertise. The other who wants marketing thinks that there are many who do not know about Reko-ring yet. Another thinks it should be possible to increase the proportion of active consumers, given that there are many members in the Facebook group. Two persons highlight how Corona has affected, where one would like to make home deliveries but not sure if it is okay to do via Reko-ring. The other sees an increase in sales due to Corona and also comments that Facebook is "troublesome" and does not show ads and comments and does not know how to fix it. One producer thinks that the delivery time should be reduced to 30 minutes, at least for the smaller Reko rings. Another wants better parking options with entry and exit. There is also one who draws attention to the fact that it is good if everyone follows all the rules regarding tax, food safety, etc. Finally, there is one who gives praise and states that "Reko is just good for everyone !!!"

## Consumer

Borås is the largest ring in terms of number of members and the evaluation consequently has the most respondents from Borås. However, all rings, even the smaller ones, have answers. There are also 28 consumers who shop in more than one ring, of which one shop in four rings.

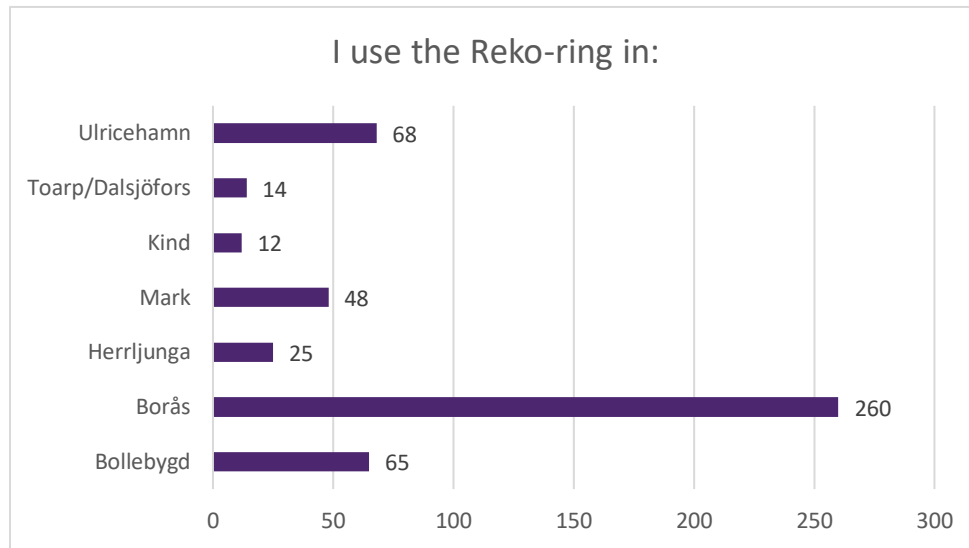


Figure 22 Which Reko-ring I use

Combination of Reko-rings	Respondents
Borås, Ulricehamn	11
Borås, Bollebygd	4
Borås, Herrljunga	2
Borås, Mark	2
Borås, Toarp	2
Borås, Toarp, Ulricehamn	2
Borås, Mark, Toarp	1
Borås, Kind	1
Borås, Bollebygd, Mark	1
Borås, Bollebygd, Ulricehamn	1
Borås, Bollebygd, Mark, Ulricehamn	1

Figure 23 Combination of Reko-ring to buy from

Three words you associate with Reko-ring?

When asked what the consumer associates with Reko-ring, it can be categorized as follows:

- Geographical proximity
- Quality of the food and description of it
- Focus on ecology, environment, sustainability and animals
- Positive descriptive feeling
- Other

This is the same result as in the evaluation that was done in 2018. Likewise, there are the same three most common words, namely:

- Locally produced
- Quality
- Organic (including the short form eco)

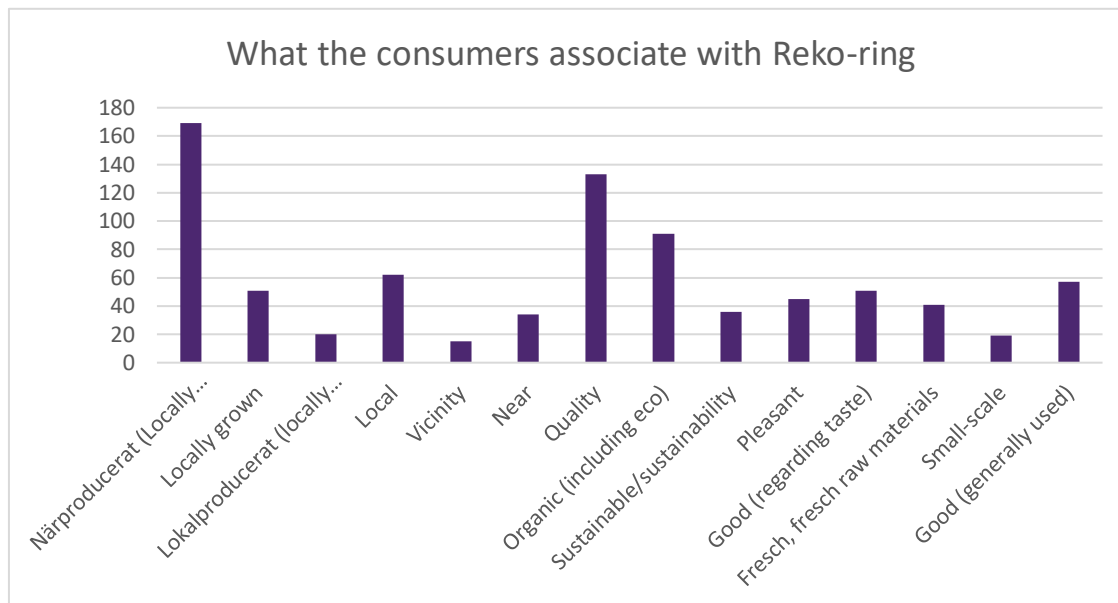


Figure 24 The most occurring words that the consumers associate with Reko-ring

Regarding locally produced is also a common word locally grown, local, vicinity and near. All in all, this means that what the consumer mainly associates with Reko-ring is geographical proximity.

Quality is mainly linked to food and good taste, fresh and various descriptions that it is good products / raw materials. There is also a description of good supply and a small proportion who associate it with being beneficial, clean, non-toxic and healthy. Regarding price level reasonably priced occurs 7 times and expensively 15 times, but then it is a person who chose to repeat it three times and thus it is 12 individual consumers who have used the word. There are also a few who only wrote meat, lamb, eggs or vegetables, without specifying more than that.

In addition to organic and sustainability, the word environment also occurs, both as solitary word and compounded as environmentally smart and environmentally friendly. The word climate-smart is also used. The word future is used and can be interpreted to fall into this category. There are various descriptions regarding animal-care, both as solitary use such as animal health, animal considerations, animal-friendly and animal control, but also that animal husbandry is put together with the word good.

The positive descriptive emotional words that appear in addition to pleasant are that it is fun, which is also described as joy and convivial. It is also simple and easy to access. Other words used are safe, credible and reliable. It is also described as being genuine and honest. A social perspective emerges in the use of commitment, cozy, social, meeting place and community. Good (Swedish word bra) occurs 57 times and is put together with food, animal husbandry, emotion, people and atmosphere.



The contact between producer and consumer is appreciated by many. The description personally is used by 12 people and is put together with treatment and contact with producers. There are also 10 respondents who associate Reko-ring with the fact that there are no intermediaries. There are also seven who highlight different variants of support/benefit /it is good for producers. Small-scale production is highlighted.

The negatively coded words occur mainly once per word, the exception is expensive. The negative words are the following: stressful, cumbersome, kidnapped, incomplete, impractical, messy, hassle, fuss. There are more negative words than in the evaluation in 2018, but still a total of few occur.

What did you buy last occasion you bought from a Reko-ring?

Eggs are the largest product group the consumer has bought from Reko-ring at the last occasion, closely followed by meat. Vegetables and root vegetables are number three. It is worth noting that the survey was answered in February as there is a smaller selection of vegetables and root vegetables. Processed good mean packaged goods, such as jam. Honey and flour is also processed but so many have stated it as their own alternative that in the diagram they have their own stacks. Other includes for example, coloured wool, tomato plants and Christmas bags.

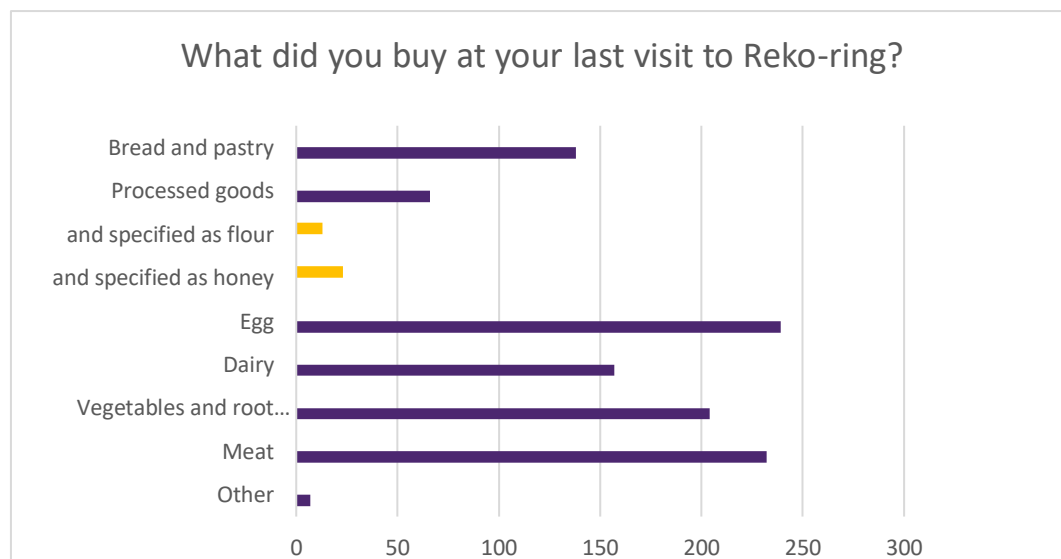


Figure 25 Purchased goods at the last visit to Reko-ring

Compared with 2018, the proportion who buy vegetables and root vegetables has increased and that in 2018 meat was the most purchased product. The share for dairy and bread & pastries has decreased.

How long have you bought food from a Reko-ring?

The most answered alternative to the question of how long one has shopped for food via Reko-ring is since it started in its immediate area. It means different for the different rings, but for Borås it is over three years.

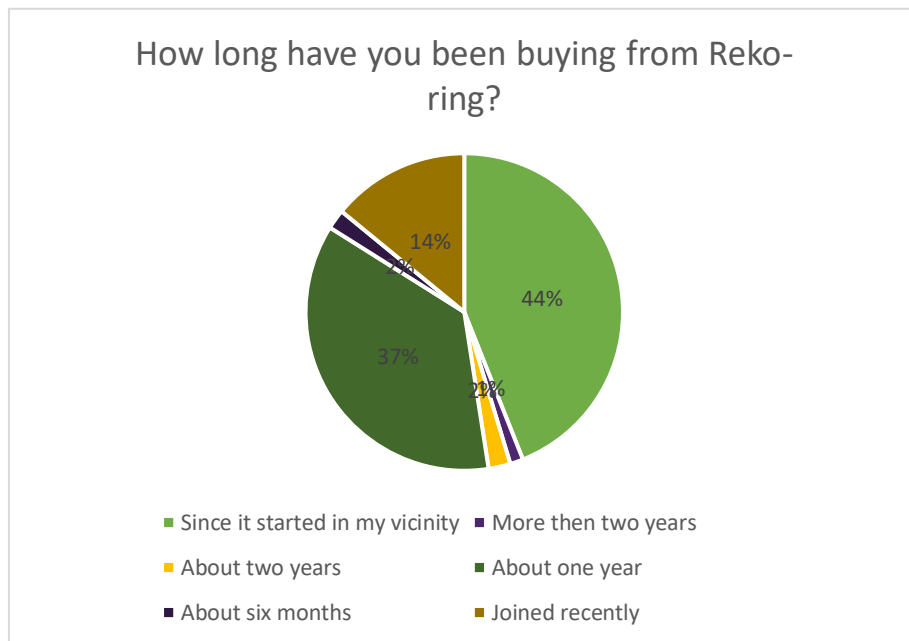


Figure 26 How long time been buying from Reko-ring

How did you find out about Reko-ring?

Facebook is by far the most common channel for finding out about Reko-Ring. Next, it's via a friend. But that it has been written about in the newspaper has also been important and that you know a producer.

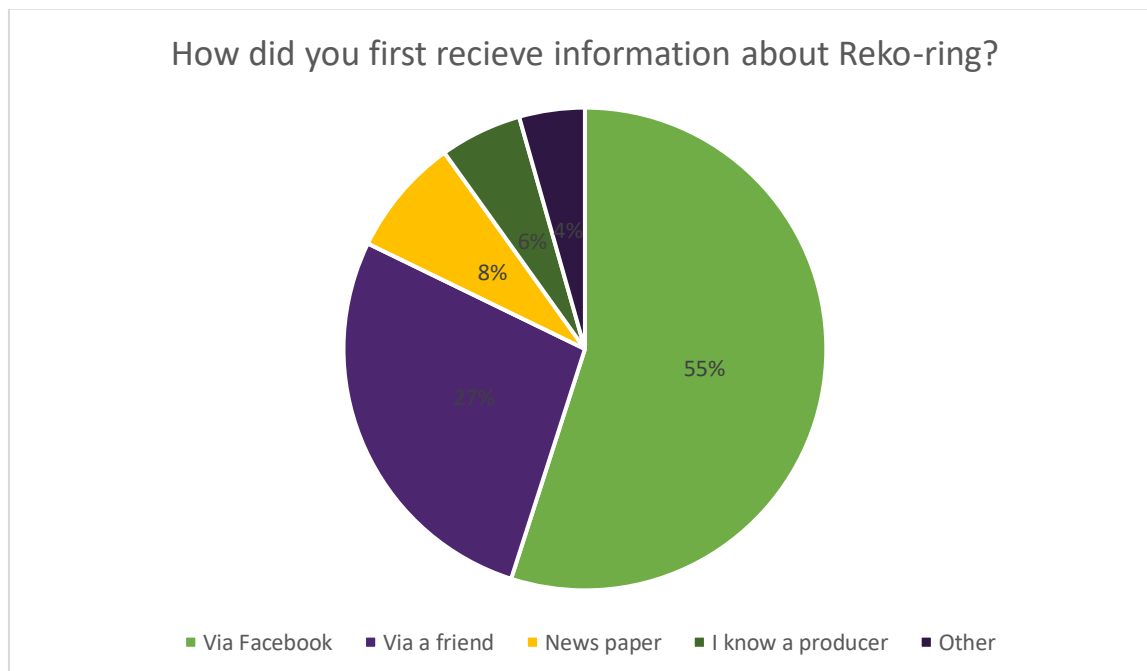


Figure 27 How did you first receive information about Reko-ring?

Regarding those who answered “other”, there are three consumers that do not remember and the rest state that:

- Two who know one of those who started /run a ring
- Two who have been part of starting their ring.
- Two state via a family member.
- One who attended an information meeting.
- One who met with Mr Snellman from Finland.
- One who googled locally produced.
- One who wrote a C-thesis on various distribution channels of food.
- One who received information via the market in Tranemo.
- One who was part of Reko-ring Borås first.
- One who passed a delivery and asked what it was.
- One who received information in the village Uddebo.

Have you increased the share of locally produced food?

Reko-ring has to a large extent increased the proportion of purchases that are locally produced for 40% and to a small extent for 42%. This means that 82% of consumers have increased their share of locally produced. This is a decrease compared to 2018, when the total increase was 93%, of which 62% was large.

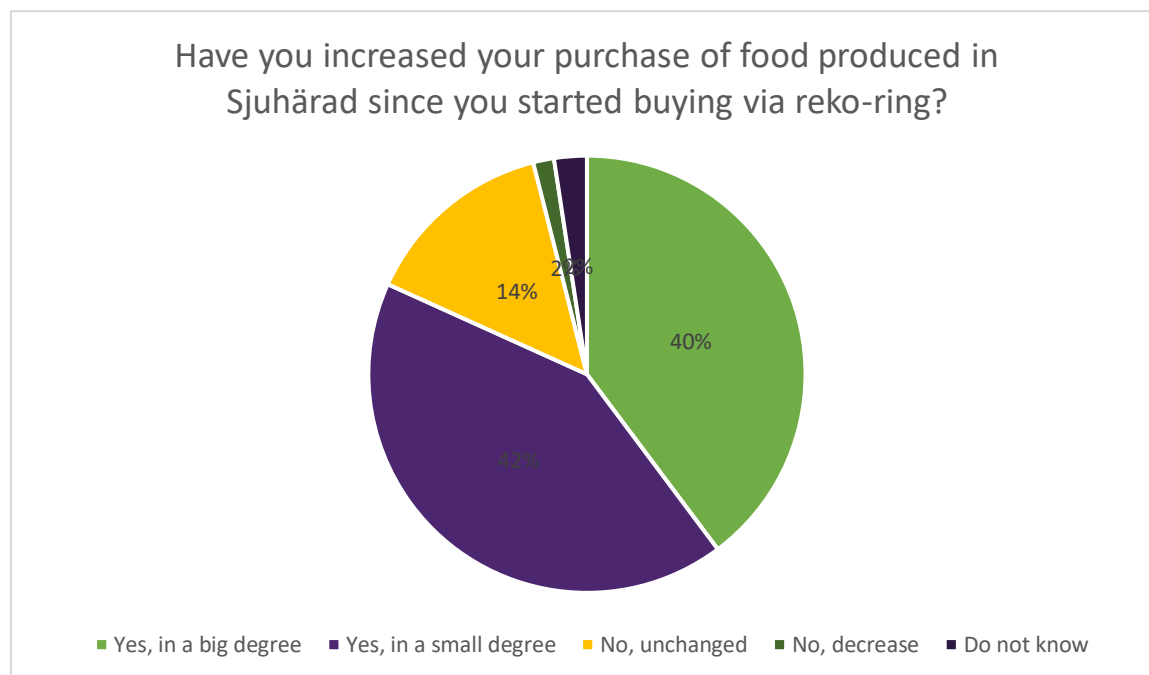


Figure 28 Increased share of locally produced

Missing offer

When asked "Is there anything you think is missing in the offer?" there are 235 answers and of them, the most answered option is no, with 47 answers. As a product category, vegetables are the most in demand, although many people understand that it is out of season. There are also eight who demand root vegetables, but since they also demand vegetables, their answers are embedded in that answer

alternative. When it comes to meat, which is the second most lacking, there are several different varieties that are in demand, preferably pork and venison. One person demands halal. It is also requested that it should be sold more often and a "meat box". However, the largest sub-category in meat is chicken, which thus gets its own bar. The chicken should be organic and also that it should be possible to buy it whole, it also works well with hen for some. More dairy and bread are in demand, at the same level. Eggs are also missing.

As for the difference between the rings, it is remarkable that chicken is predominantly missing in Borås but not the other rings. Vegetables are missing to a greater extent in Mark and Bollebygd than in Borås, although Borås is a larger ring. This indicates a smaller supply of vegetables in these rings, especially clearly as it is not lacking in Ulricehamn which is smaller than Mark (although bigger than Bollebygd). The smaller rings, Kind and Toarp, occur only once or twice, which indicates that the consumers in those rings have a good selection even though the rings are small.

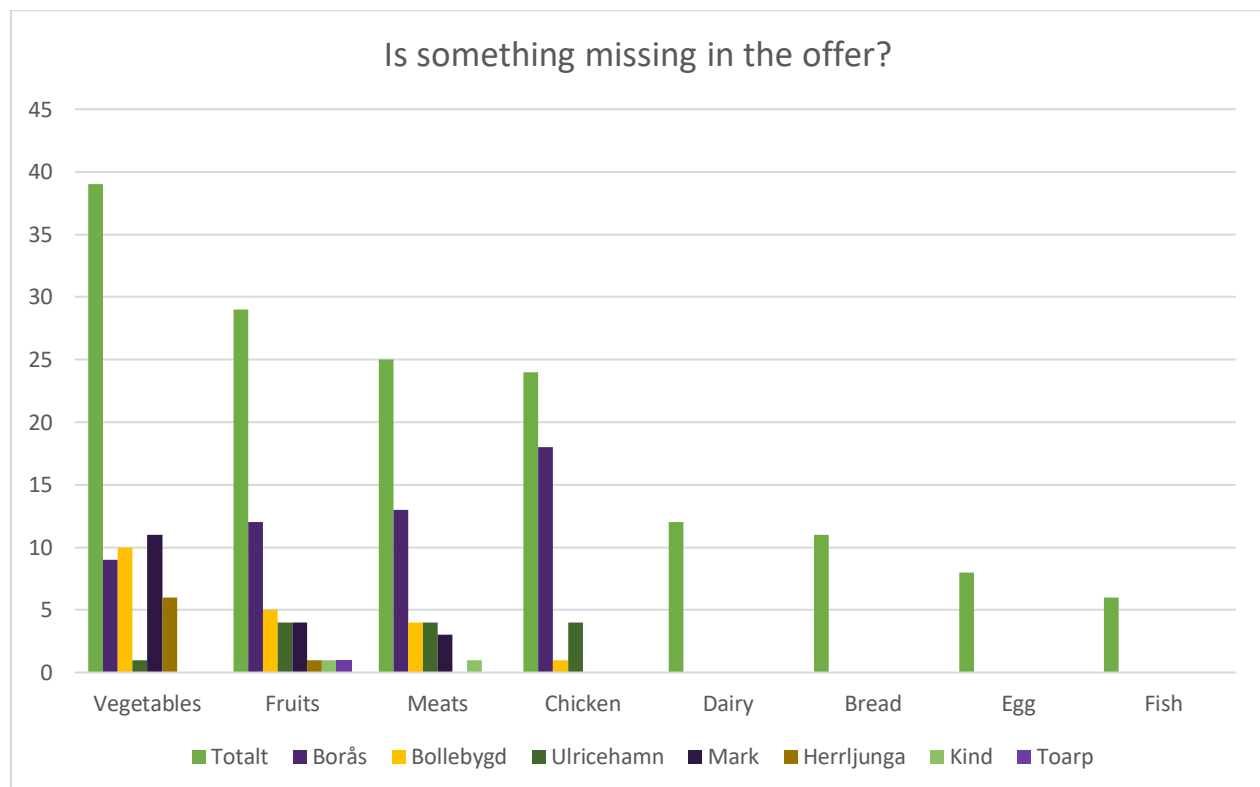


Figure 29 Missing offer

14 respondents want more organic and this applies to both meat, especially pork, as well as vegetables. It is also one that suggests organic flowers.

Product categories that less than five consumers have stated are:

- Flowers
- Lactose-free products
- Coffee
- Homemade, for example meat piroger
- Beer, from own farm sales

- More vegetarian
- More vegan
- Pasta
- Tempeh
- Berries
- Mushrooms
- Seeds - both edible and for cultivation
- Charcuterie
- Locally produced soap
- Allergy-friendly products
- Gluten free
- Meat products without additives such as preservatives and various sugars

Other opinions are a wish to buy in smaller packages, especially the frozen meat, and also that it was possible to shop on site. It is also suggested that Mark's ring should have more producers and do more advertising for itself and that more dried goods should be sold in winter, such as beans, popcorn and mushrooms. One thinks there should be better prices as it is too expensive. One says that the pea falafel he bought last spring was very good and that he misses it.

What is missing in the offer is strikingly similar to what was missing in 2018, with vegetables/root vegetables at the top and then chicken and meat. However, both dairy and bread have been mentioned in 2020, something that was not lacking in 2018.

Goods that already sold out

47% state that the desired food they wished to buy was already been sold out. It is eggs that are by far the largest product category that has been sold out, which was similar in evaluation 2018. Ulricehamn differs from the other rings with many who wanted to buy eggs but that it was sold out, even though Borås as the largest ring has by far the most who wanted to buy eggs but not could.

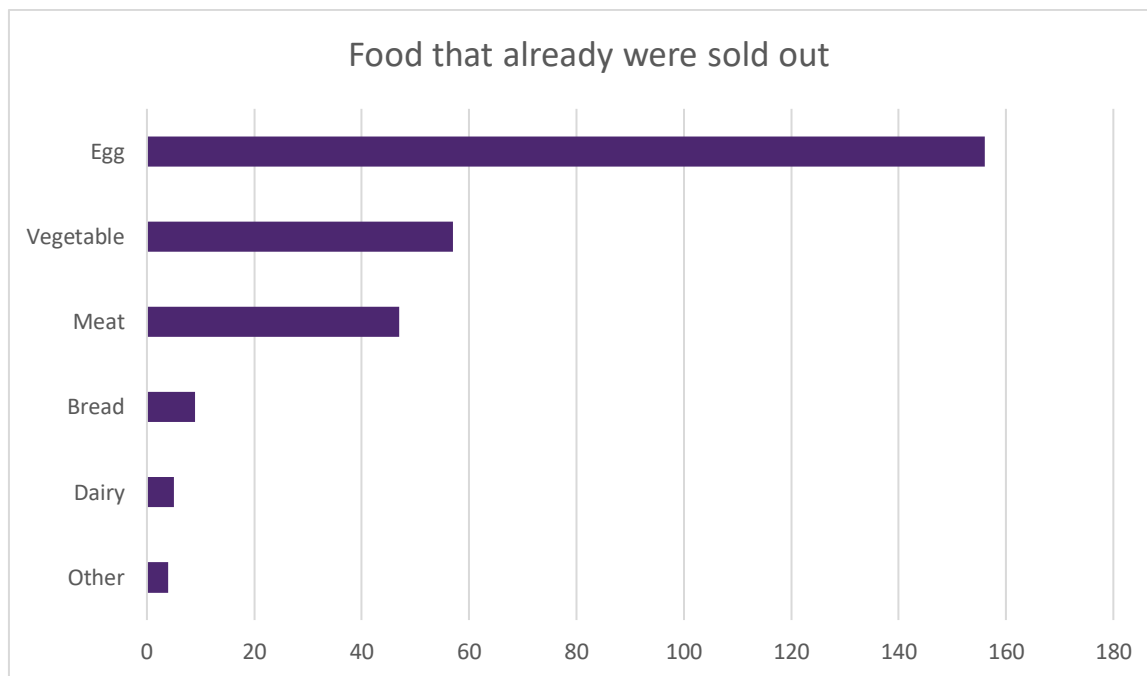


Figure 30 Food already sold out

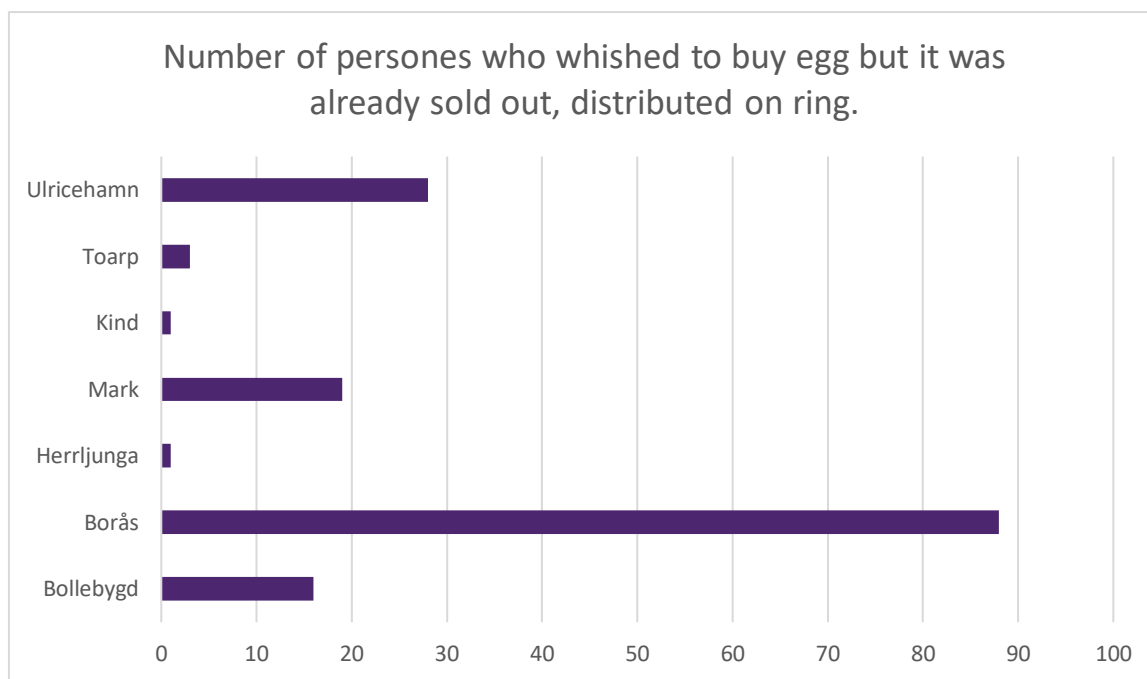


Figure 31 Persons that whished to buy egg but it was sold out, distributed on ring

#### Frequency of purchases

The most answered option regarding how many times in the last six months you have shopped via Reko-ring is to shop occasionally. That corresponds to 45%. Compared to 2018, there is a decrease in those who shop often. Shopping for just about every opportunity has decreased from 31% to 26% and those who shop for about half of the time from 34% to 29%.

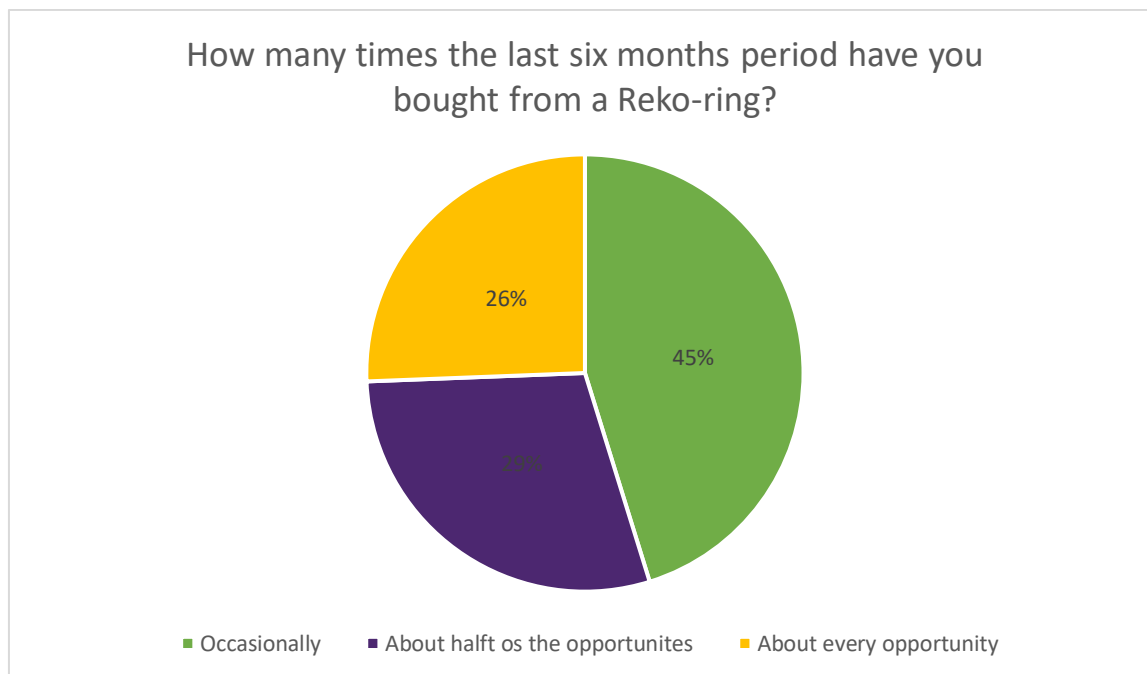


Figure 32 How many times the last six months period have you bought from a Reko-ring

#### Value added in addition to the purchase

All respondents, but three consumers who did not respond, state that they agree that they will receive added value in addition to the purchase. They could agree with the following statements:

- I feel a greater connection with my vicinity when I shop via Reko-ring
- I gain a greater understanding of the role of food for the environment and climate when I shop via Reko-ring
- I appreciate the quality of the food more when it is purchased via Reko-ring
- Reko-ring gives me a greater understanding of locally produced food
- I think it is meaningful with the personal meeting with the producer
- I agree with all statements.

The most answered option is that they appreciate the quality of the food more. 48% agree with all the proposed alternatives. The answers were similar 2018, that the most valued are the quality of the food and an agreement on all statements.



Figure 103 Added value

*"It feels good to know where the food comes from"*

*"I feel the animals have better lives"*

*"I can see that the hens that laid the eggs have had a good time"*

*"I have learned so much about different products and sometimes had to google about it"*

*"I do not shop Reko for my own understanding, I hope instead that I as a consumer contribute to more Reko trade and strengthened local consumption and a sustainable society in accordance with Agenda 2030"*



Reasons for buying from a Reko-ring

Regular consumers were asked to motivate in free text why they shop via Reko-ring. 271 answered. The majority have stated more than one reason. Reasons given are to shop locally produced and to benefit / support local producers. But also a holistic approach where they also connects Reko-ring with the benefits to the environment and the countryside. It is a focus on small-scale farming. The reasons why it benefits the environment is both that the production is good and regarding animal care and also short transports. The goods may be organic, but not everyone emphasizes this.

Other reasons are also the quality and that it tastes good and is fresh. The food is perceived to be "for real" and to be genuine. The delivery themselves are also nice and it is appreciated to meet the producers. It is reminiscent of a market shop "from the past". Some also states health reasons and that the products are considered to be cleaner, healthier and with better nutritional content. The transparency and knowledge of the production is emphasized. It is valued to get to know how the production takes place and to have direct contact with the producers, to get to know their "philosophy". There is also a small proportion who are involved in Reko-ring by being a producer or administrator themselves and who then take the opportunity to shop. A perspective also emphasizes that the regular grocery stores have more boring goods and that they appreciate avoiding intermediaries.

*"The contact with the producers, that the profit goes to them. Locally grown is good for the environment. Often organic goods. Benefit the countryside in the immediate area."*

*"Food that I know is treated with love and care for the product, the earth and good from a sustainability perspective."*

*"I have a subscription with my egg supplier and prefer to buy meat and vegetables. I want to benefit the area's producers and it is too long and time consuming to travel around between the farms yourself."*

*"Great demand for eggs here at home. On Reko-ring, they are large and affordable."*

*"For me, it is important that the producer gets all the money. The large grocery stores charge too large a share if the purchase goes through them. I want clean, honest locally produced food."*

*"That the money stops and circulates in the countryside and goes directly to the producer."*

*"Better quality than in the regular store. Supports local producers. Better prices. "*

*"It feels morally good to buy locally produced and directly from the producers."*

*"Want goods without toxins, child labor and great environmental impact."*

*"Want to buy healthy food that is also environmentally friendly."*

*"I believe that locally produced has a higher nutritional content. Good for health and the environment."*

*"Environment, local support and the desire for fair trade."*

*"I want to support small companies that have an environmental mindset and they offer great goods."*

*"Environmentally and climate-friendly + better quality + no middlemen."*

*"Super fresh, super tasty and super genuine. They know what they are selling and can speak for their goods. So much joy!"*

*"I'm very tired of the grocery stores' assortment. Too much of own brands e.g. Likes to know who produced the product."*

## Obstacles

There are 248 answers to the question regarding what obstacles they see in buying from a Reko-ring. The most stated obstacle is that the time does not fit but also a significant proportion who consider it too expensive. These answers corresponds with what consumers stated in 2018.

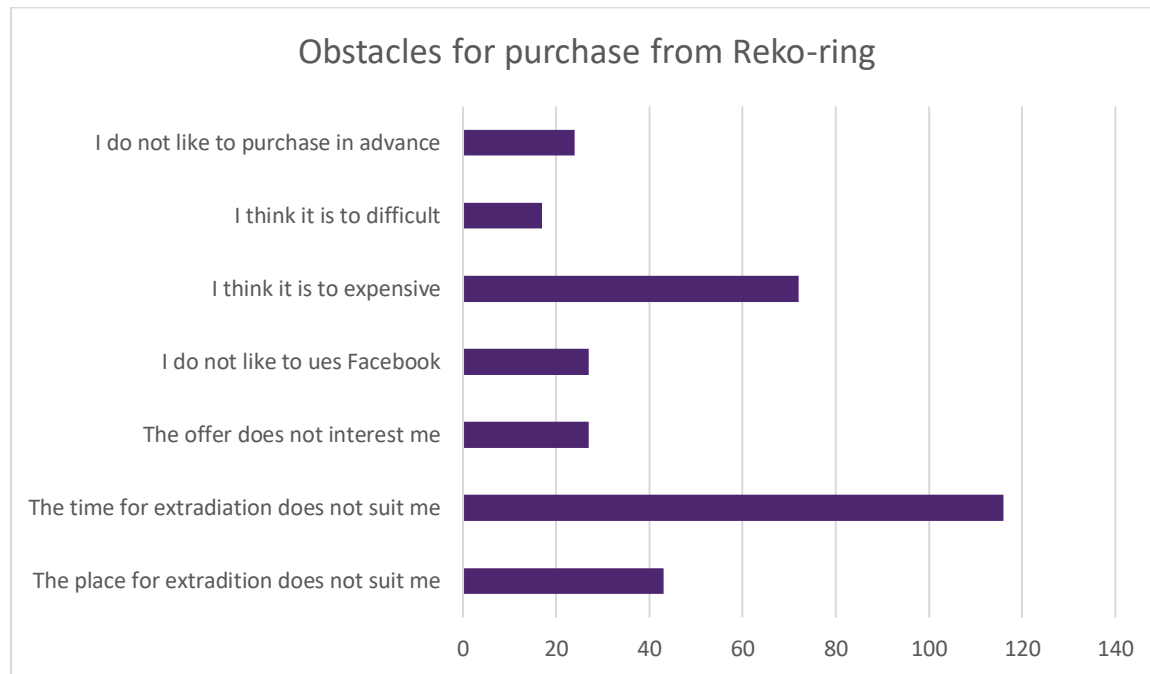


Figure 34 Obstacles for purchase

## Facebook as a tool

A overwhelming majority thinks that Facebook is a good tool for Reko-Ring. Only 26 people (6%) respondents does not think so. Also in 2018, a majority (94%) considered Facebook to be a good tool.

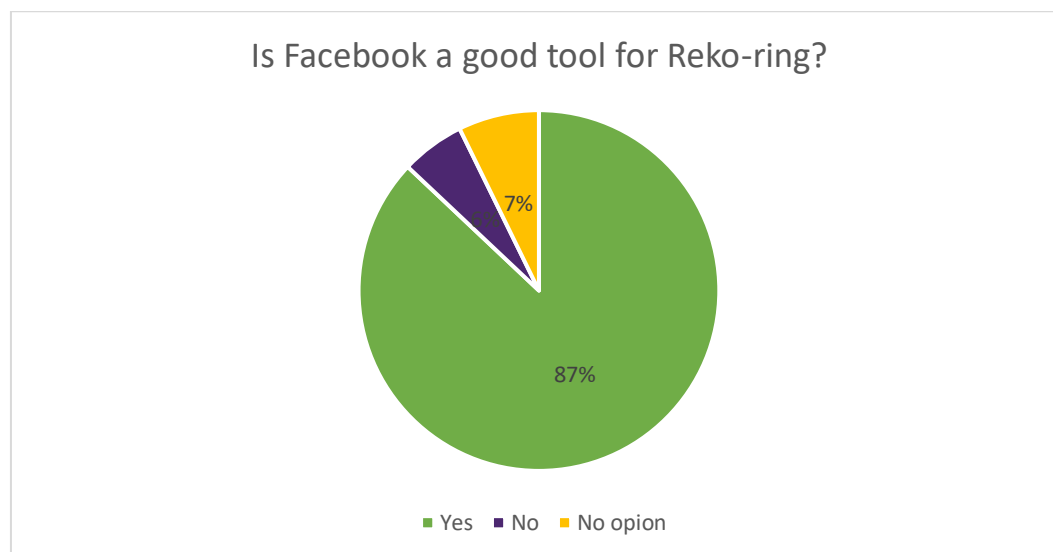


Figure 35 Facebook as a tool

36 people have commented on what other platform they would prefer for contact between producer and consumer. Seven respondents suggest an application. Two give suggestions for chat channels, one on Slack or Discord and another Messenger, it would for example be easier to keep track of which producers you ordered from. Nine people think they should have an external website, preferably one that gathered all Sjuhärad's rings. Two suggest Local food nodes. Seven states that even if Facebook works for themselves, it would be good with something else to reach those who do not have Facebook. That not everyone has Facebook reduces the number of potential consumers. Then there are four other respondents with critical comments on Facebook. They criticize that posts sometimes disappear or the advertising system is not so clear, it becomes easy to miss posts. There is also a lack of history and search function to be able to see what you have shopped before. In addition, it is not appreciated that others can even see all posts. Finally, there is one who wants the ordinary farmer's market with direct trade and two who state that he/she does not know.

#### Involvement of children

There are 246 responses regarding whether children were involved in the last purchase and 66% of them have not involved them. If children have been involved, it has mainly been at the delivery. It is synonymous with the answers 2018.

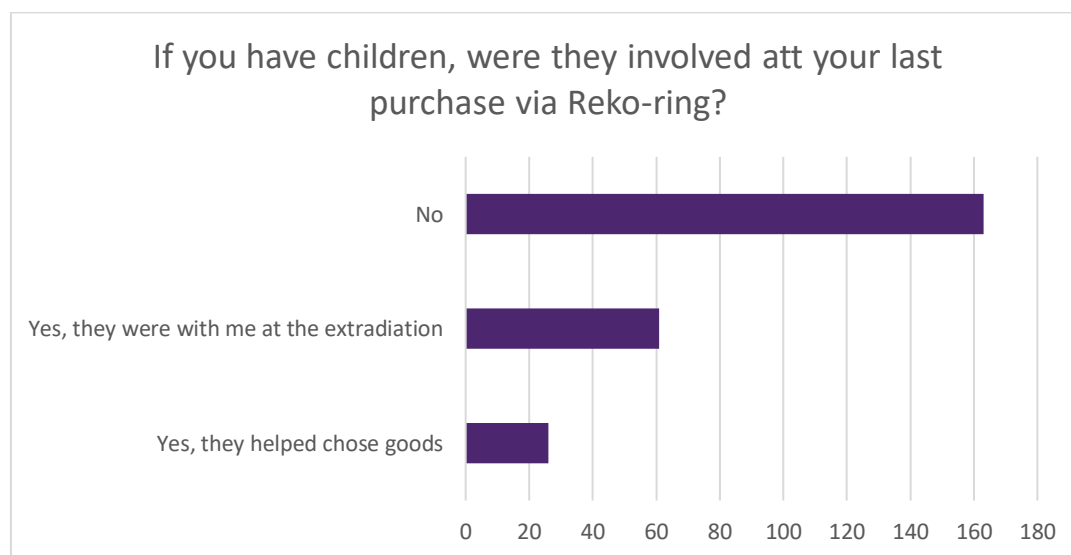


Figure 36 Involvement of children

## The atmosphere

The atmosphere in the Reko-ring is very good, both regarding the Facebook groups and the delivery. That has an overwhelming majority answered, regardless of ring. The only one who answered a one concerns Mark's Facebook group.

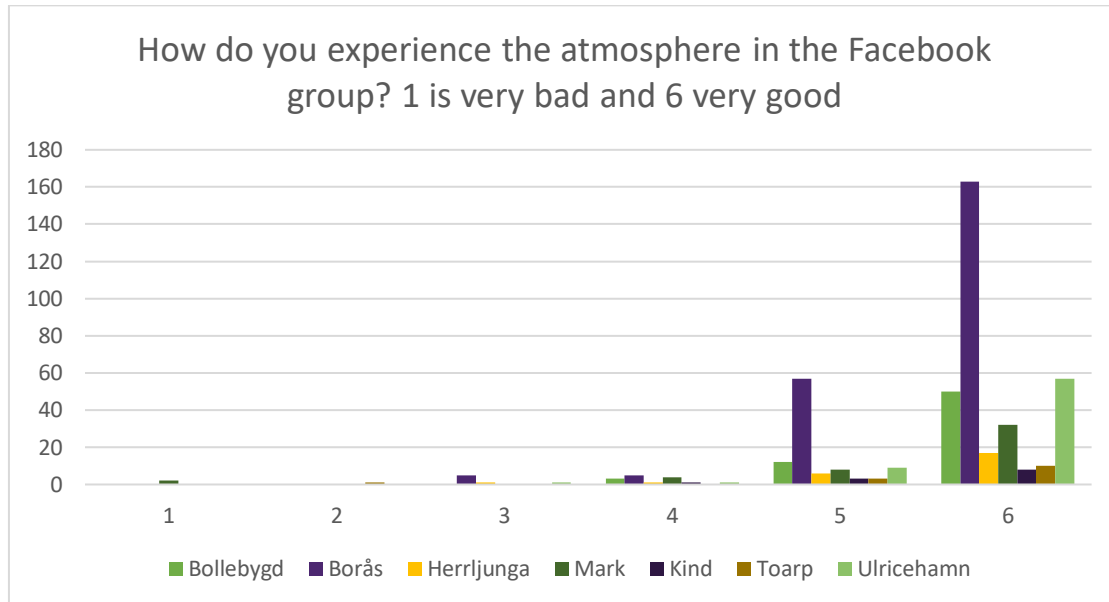


Figure 37 Atmosphere in the Facebook group

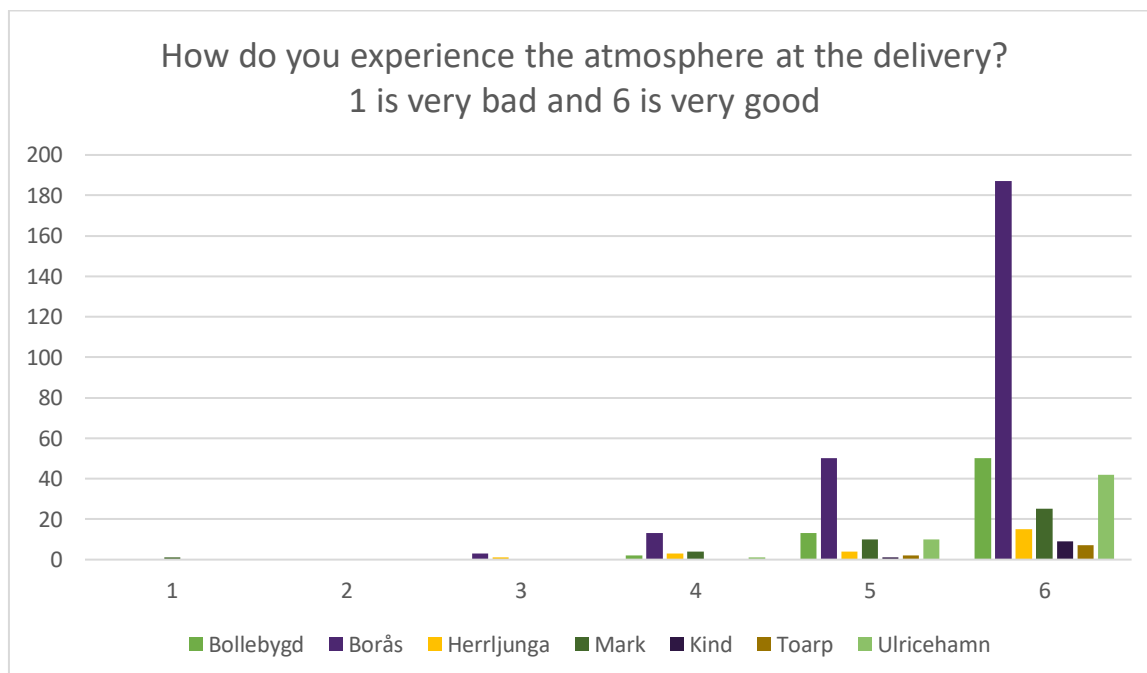


Figure 38 Atmosphere at the delivery

Other comments and suggestions

132 have chosen to leave a comment or a suggestion. 17 are praise or an exclamation to continue with Reko-ring.

*“Protect the Reko-ring! It is the finest people's initiative in years!”*

The suggestions for improvement that are submitted are mainly about the place of delivery. 17 point out that it is starting to get crowded, both with parking and the place itself. One of them thinks it's scary with so many cars next to so many people. 13 people are actively calling for a change to another location. 24 want more lighting. 11 think that the producers should have more visible signs, so that they are easier to find at the delivery.

Twelve have comments on the time for delivery. It is mainly more variation in the times that is in demand. There are proposals to extend the time for drop off. Some also want more frequent occasions, preferably every week. One says that if you have difficulty retrieving, you can ask someone to do it for you. In addition, there is one who thinks it should be clearer with time to prevent laggards and at last one who apologizes for himself forgetting to pick up goods.

*Delivery day is always Wednesdays, but it does not fit well. Maybe change day, then you might also get new customers. Switch between days, Tuesday and Wednesday, for example. ”*

12 want more producers. In addition, there are four who propose more rings, with Fristad, Hindås, Vårgårda and Sandared as proposals.

Eight people wish that they could buy directly on site and be able to shop spontaneously. One of them states that he wants to see the steak before buying.

Four have comments about the advertising system, partly it does not feel fun that everyone can see what you order, partly it is easy to miss the posted ad and that the producers are bad at providing the right amount of information, because some have too little and others have too much. Then there is someone who comes up with a suggestion that at every delivery occasion there could be a post where whoever wants to can leave a comment about the product they are looking for in the future.

There are also four who think Reko-ring should be given more attention, for example special events, more advertising and that the city should help with the marketing. Three say that the transports make them consider stop shopping at Reko-ring, both that they must take the car themselves but also that all producers need to take a car of their own.

Two respondents say that they want to know if a producer they like will return. There are also two who do not like that there are processed goods and wish there were a focus on only locally produced raw materials. There are also two who think there should be a greater focus on organic. Two points of view also want food control, one of which specifies with a focus on eggs and the other desire an environmental inspector should check the producer permit and the products. There are also two who think it is too small of offer and one of which does not go during the winter because it is so dark.

Other points of view that emerges are that one wishes everyone could read the rules, another that there were more tastings on site, that all bags were made of paper not plastic, more loose weight for vegetables, more roots and that there was a collaboration with the company Lokalproducerat in

Sjuhärad and their lunch box. There is also one who comments that there are high prices among some and one who thinks that the admins in Mark should be replaced.

Why have you not so far bought from a Reko-ring?

There are 380 answers that answered the question why they did not shop at Reko-ring. Respondents could provide more than one answer. There is a relative coherence between the rings. The most common reason is that the time does not fit but also that it feels unusual and thus takes energy to be able to do it. Mark differs in that the supply does not attract while there are few who answer it in, for example, Borås. In Ulricehamn and Mark there are several who think the prices are expensive while in neither Herrljunga nor Bollebygd there is no one who thinks so. The least answered alternative is difficulties in getting to the delivery point. In the rings not represented the administrators chose to not post the survey in the appointed time due to that it disturbed the trade.

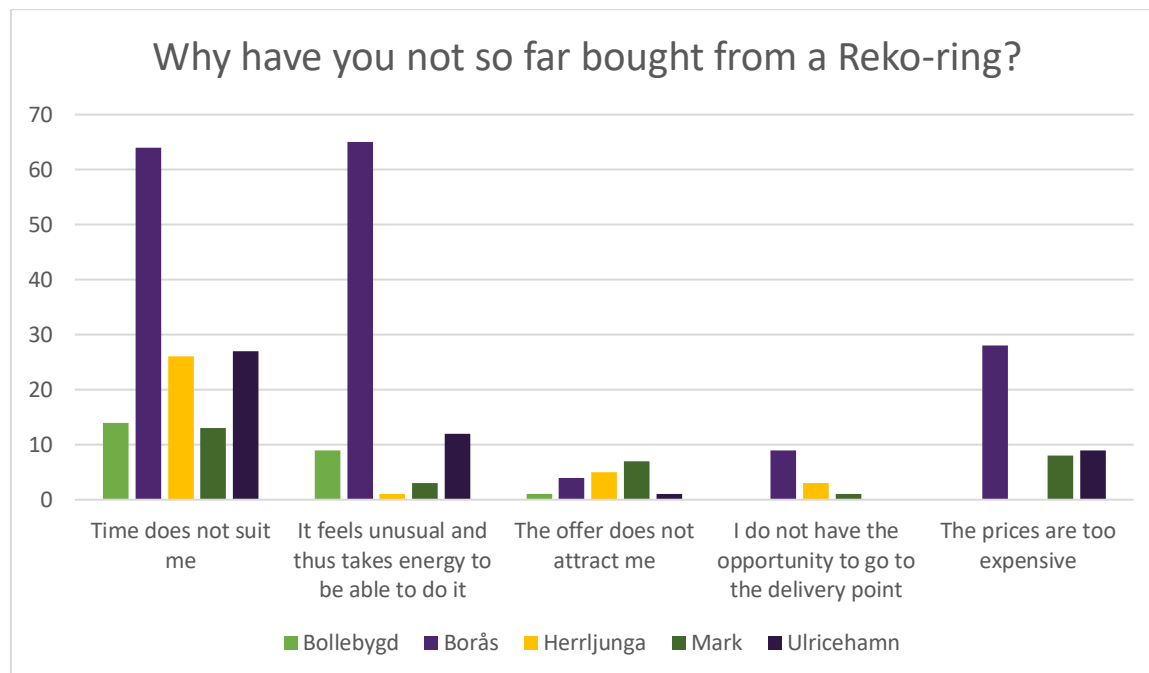


Figure 39 Passive consumers

It was possible to also give their own proposals and which other members could then also vote on. Other suggestions that was given are the following:

Borås:

- Have not just done it yet - 12 pieces
- Often too large packages if you are two in the household and the meat is frozen - 7 pcs
- Messy system to order via comment field in FB - 5 pcs
- Too few vegan alternatives - 3 pcs
- Difficult to park - 2 pcs

Herrljunga

- We shop if we make it home in time - 2 pcs

- I do not always get everyone who has advertised, do not understand why - 1 pc

Mark

- Do not want to be stuck with a time that I have to pick up - 4 pcs
- Rarely in the urban area, lives on the outskirts of the municipality - 3 pcs
- Want home delivery - 2 pcs
- I was abroad - 1 pc
- I have a holiday home in the municipality and have not managed to match the occasions - 1 pc

## Analysis

Overall, Reko-ring can still be described as a good example of sustainable countryside. The three categories that was used in 2018 to sum up Reko-ring is still valid 2020, namely:

- The locally produced - to strengthen and benefit local food producers
- The quality of the food - that the food is of a higher quality than in a regular grocery store and tastes better.
- A pleasant experience - to get in touch with the producer and to participate in the delivery.

Reko-ring has continued to have a strong and positive position among the responding producers. However, it is difficult to draw too large conclusions from the development as the number of responses in 2020 has both become lower and it is not possible to follow the development of individual producers. Considering those factors, the answers still point in a clear direction. In 2018, fears were raised from producers that Reko-ring was something temporary and that as quickly as it was established, it could die out. These fears have not come true, the evaluation in 2020 provides a positive picture of how Reko-ring has affected both consumers and producers for examples profitability and the employment rate for producers. For consumers Reko-ring has a strong position as a user-friendly way of purchasing locally produced foods that also gives added value.

The rings that existed in 2018 are still active and in addition, more rings have been added. It also appears that demand is sufficient to establish itself in the small rings, even if the producers also sell in the larger rings as well. The rings that have been added since 2018 are in both urban areas and smaller towns. Of the respondents in the two smallest, Kind and Toarp, there is a small overlap that also trades in Borås. There are also few in these rings who demand another or expanded offer, which shows the relevance of the small rings. Of the outspoken desires from the consumers to start more rings, three of them are smaller resorts. It further strengthens the local perspective, by wanting goods produced in your immediate area.

### Social dimension and other added value

Customer contact is what the producer associate Reko-ring with and it is put together with positively coded words such as nice and pleasant. Meetings and relationships are also highlighted. There has been a shift in emphasis from 2018 when the focus was that there were no intermediaries, to now describe the contact directly with the customer. This can be interpreted as a development where there was initially a focus on what was no longer done, ie selling via store to the customer, to now have a focus directly on contact with the customer. As several producers highlight the meeting and relationships, it all shows that Reko-ring has a social function in addition to the transaction itself. Both the Facebook group and the delivery are said to have a good atmosphere. The consumers also states that they appreciate the personal contact with the producer, where 44% agree in the statement that they appreciate the personal meeting with the producer. Likewise for consumer it is a very large majority that gives a high rating on the atmosphere in the Facebook group and the delivery and several who empathize the social function of Reko-ring.

The consumers consider goods purchased on Reko-ring to be of high quality. It is also a common thread that there is a group of consumers who consider goods purchased at Reko-ring to be healthier. It is also linked to being something genuine and honest. The increased transparency that Reko-ring provides probably contributes to this and it is rewarded when the producers show their production conditions.



There is also dissatisfaction with conventional grocery stores and statements that show consumers think Reko-ring gives more than just the transaction of money and goods. A purchase at Reko-ring provides a greater value of several complex values, such as feeling connected to one's vicinity, greater understanding of locally produced food and the impact of food on food and climate. The fact that as many as 48% agree with all the proposed statements shows that shopping via Reko-ring is more than a normal food purchase. Reko-ring gets many positively coded words as a description, like that it gives joy and fellowship. As several statements show, there is also an understanding that as a consumer in Reko-ring you contribute to the maintenance and development of locally produced food and also in the larger perspective a viable countryside. There is a thread of focus on the small scale. However, not all producers are small-scale and this is usually not a criterion for participating in sales.

An important and significant sub-perspective that emerges is the focus on the environment and sustainability. Climate aspects also occur and Reko-Ring is described as climate-smart, even if certain concerns versus the impact of transport are raised. There is a significant proportion of consumers who associate Reko-ring with organic and who also emphasize it as a reason to shop. However, as with small-scale, there is no equivalence between Reko-ring and organic, nor is there a criterion that it should be. There are also many who associate Reko-ring with good animal husbandry and consider it important.

### Profitability and invested time

As many as 89% of the responding producers state that Reko-ring has increased sales, of which 46% a large increase. In the follow-up question about how large an increase in profitability it has contributed to the most answered alternative is the range 1 - 25%, but that can make a big difference in an industry that has squeezed margins and it has a positive impact on individual producers. The fact that there are also six producers who have had an increased profitability of more than 50%, of which one more than 100%, gives a proof that Reko-ring provides good conditions for increased profitability. However, with the disclaimer that it also seems to lead to increased work, as all six also increased their employment rate, ie invested time, to a large extent. The difference from 2018 is that there are more who indicate a large increase in revenue, but also that they also have a large increased employment rate.

Simplified there are reasons to say that the invested time the producers put in selling via Reko-ring leads to a output of increased revenue. However, there are as many respondents who say they worked to the same degree as before but still received a small increase in revenue which shows that invested time is not equal to the output of revenue. Nor does everyone automatically gets a better outcome, it is also one who states a large increased employment rate but to reduced revenue.

Of the 32% that sold only occasionally, there are also three of the four that have unchanged revenue and employment rate. Then there are three that have an unchanged employment rate and a small increase in revenue, which may show that Reko-ring is an opportunity for rare sales without meaning an increased workload. Finally, there are also two of them with a large increase in revenue and a large increase in the employment rate among those who sold a few occasions, which again can indicate that Reko-ring gives increased revenue depending on how much work is put into it.

### Loyalty and regularity

Consumers are loyal to their ring, 44% have shopped since it started in their immediate area. However, the proportion who trade for approximately every and half of the drop off occasions between the evaluations has decreased. This may mean a higher proportion of consumers who make purchases

occasionally. However, just over a quarter of consumers shop every time. There is also still a very large proportion who believe Reko-ring has influenced the extent to which they purchase locally produced, even though it has decreased since 2018. This is a sufficiently large indicator to show that Reko-ring leads to behavioural change by increasing the consumers share of locally produced goods. Repeatedly the consumers convey that an important reason to shop via Reko-ring is to support/benefit small-scale local producers, which indicates continued loyalty going forward. Also the producers are loyal to Reko-ring. 43% have sold just about every opportunity and a further 25% about half of the opportunities in the last six-month period. An important factor in starting to sell via Reko-ring was the lecture by Tomas Snellman in February 2017. As it can be considered the catalyst for starting Sjuhärads first rings in 2017, it shows that the majority of the producers who responded to the survey have been involved since the start.

### Obstacles

As in 2018, the number of respondents to the question of what obstacles exist fall drastically, which indicates that there are a large number of consumers who believe that there are no obstacles. It is still the same reasons as 2018 that can be obstacles, which is the time and that it is expensive. Few negatively coded words are used about Reko-ring. The only recurring thing is that it is expensive. Consumers highlight other negative aspects mainly on the basis that they want to improve, for example that they want better lighting on the place for delivery and clearer signs indicating where the producers are. This indicates that they are satisfied with the actual experience of shopping via Reko-ring, but that they would like to be involved in developing it for even better user-friendliness. Facebook as a platform is still very much appreciated, even if there are comments. This mainly applies to the transparency of the advertising system, that others can see what you are buying and a poor opportunity for history. It is also a limiting platform that not everyone chooses to take part in. Other suggestions emerge, mainly own app and website / e-commerce.

Most of the producers do not see any obstacles in participating in Reko-ring. The fact that there are fewer obstacles in 2020 than in 2018 in that they have run out of products to sell may indicate that production has increased and better matches demand, even though the number of responses is too few to draw a general conclusion about this. Development areas that are highlighted in comments and proposals are marketing for Reko-ring, better parking and reduced time for delivery. It is also reflected on how Corona affects, both from the point of view of offering home delivery and that it has increased sales.

### Further development and improvements

Continued support for developing the company is requested by 12 producers, mainly in marketing. In contrast to the fact that most producers have direct sales to consumers, in other ways than Reko-ring as the primary sales channel, ask interesting questions about what such a desired support for marketing can look like. Does the producer want marketing to increase sales directly to the customer even more or does he want to enter a traditional market by selling to a store, wholesaler and/or restaurant? If Reko-ring is now one of the primary sales channels, could there be an overall marketing where you also highlight how to buy the producer's goods in other ways?

Reko-ring has a good offer, as a large proportion of consumers do not think they lack anything in the range. However, there is potential for additional producers and new niches, especially for more vegetable and meat producers and especially chicken breeders but also smaller, more niche products. By

far the best-selling product is eggs, where there is additional potential for more producers, regardless of ring. This is particularly interesting as the 2018 evaluation drew the same attention but saw a self-regulatory effect of the fact that more producers were added during the evaluation. Despite the increase in production, demand is not saturated but there is still an opportunity for more producers to establish themselves, or alternatively increased volumes for existing ones.

Just like 2018, children are not involved and if they are, it is mainly at the delivery. Few answers that they are involved in choosing goods. In this study, no follow-up questions or interviews were conducted and thus there is potential to continue looking at this question, as to why children are not involved. Perhaps there would be an interest in involving children to a greater extent, but that it would require some form of adaptation of the place of delivery. As can be seen in other suggestions and comments, the place for delivery is poorly lit and crowded with parking. A dark, cramped and car-filled place is not very attractive for guardians to bring children to.

### Make passive customers active

In 2018 there was a large group of consumers that showed interest in Reko-ring but had not yet bought. 2020 there is still a significant proportion of members in the Facebook groups who have not yet shopped but who still show so much interest that they follow the flow in the Facebook group, because otherwise they would not have discovered and taken part in the survey directed at them. The biggest obstacle for that consumer group is time, which is also in line with other answers regarding obstacles to shopping. It is also an obstacle that it is not part of habit. Probably there are several who with a soft push or extra attractive activity would dare to take the step. Once the first purchase has been made, it can lead to more purchases. Different types of try-out activities, a soft nudge, thus have the potential to increase the tendency to buy.

### Proposals for further studies

There are three producers who point out that they did not sell before they started selling via Reko-ring. It would be of interest to study in what way Reko-ring contributed to starting up sales and whether it also means a change/impact of the food production itself. The answer regarding whether food production is the main occupation shows a general picture for Swedish producers, that for many another employment is required for sustenance. In this particular evaluation, it appears that three producers have the will to switch up. It would be of interest to see what would be required to take that step and whether Reko-ring is the factor leading to it.

The trend in newly started Reko-rings is moving towards being in the smaller towns and where there is already a ring in the nearest central town. The local thus becomes even more locally and geographically close. It would be of interest to take a closer look at the possibilities of the smaller rings and whether they differ from the larger ones or are equivalent. It would also be interesting to look at arguments and reasons for starting up in smaller towns and what the benefits are.

As the survey cannot ensure that it is the same people who responded in 2018 as in 2020, and that there is an increased number of respondents of consumers, it is not possible to draw a clear conclusion that the reduced number of regular buyers is in favor of shopping on occasion. It would be of interest to study separately if Reko-ring encourages loyal shopping for everyday use or if it is rather a rare purchase.

It would also be of interest to conduct a study if there is a try-out activity that encourages the large proportion of passive consumers to take the step to become an active consumer. This study has not delved into the differences between the rings, as the survey provides a uniform picture in terms of overview. However, there are differences and it would be of interest to study why some rings have a larger proportion of active consumers.

It is clear that Reko-ring provides social dimensions and is a way of safeguarding social sustainability. It would be of interest to study whether this can be further measured and see what impact it has on consumers and producers. Further studies are also required to study the ecological aspect of sustainability and climate impact. For example, regarding the need for transport and effects of carbon dioxide emissions. It also emerged in interviews in 2018 that consumers, with greater appreciation for the quality of food, also reduced their food waste. In the 2020 survey, no such perspectives emerged, and it would be of interest to take a closer look at Reko-ring versus food waste and whether it leads to an actual change in behaviour. The ecological perspective is emphasized by consumers, but there is no summary of whether how many of the producers sell via Reko-ring who produce organically / according to ecological guidelines. It would be of interest to take a closer look at how sales look organic versus conventional.

## Appendix 1. Questionnaire producer

1) I sell in Reko-ring via:

- Bollebygd
- Borås
- Herrljunga
- Mark
- Kind
- Toarp
- Ulricehamn

2) Write three words you associate with Reko-ring.

3) I produce:

- Meat
- Vegetables
- Dairy
- Eggs
- Colonial goods - for example soy, jam, drinks or other processed and packaged goods
- Bread and pastries

4) Did you sell self-produced food before you started selling via Reko-Ring?

- Yes
- No

5a) Has your revenue increased since you started selling via Reko-ring?

- Yes, to a large extent
- Yes, to a small degree
- No, unchanged
- No, reduced

5b) If your revenue has increased, approximately how much?

- 0-25%
- 26 - 50%
- 51 -75%
- 76 - 100%
- More than 100%

6) Has your employment rate in food production increased since you started selling via Reko-ring?

- Yes, to a large extent
- Yes, to a small degree
- No, unchanged
- No, reduced

7a) Is food production your main occupation?

- Yes
- No

7b) If you answered no, is it desirable that it should be your main occupation?

- Yes, preferably as soon as possible
- Yes, but in a few years
- No

8a) Do you feel that you need support in the further development of your company?

- Yes
- No

8b) If you answered yes, in which area?

- Environment
- Food
- Economics
- Find new markets
- Marketing
- Other

9) How often have you sold via Reko-ring in the last 6 months?

- Occasionally
- About half of the possibilities
- Almost all occasions

10) Do you have more sales channels?

- Farm shop
- Website / webshop
- Sell to retailers (store)
- Sell to a wholesaler
- Sell to a restaurant
- Direct sales to consumers who do not understand the above options
- Other

11) What made you start selling via Reko-ring?

- Tips from friends, family and acquaintances
- Tips from Lokalproducerat i Väst
- Tips from another producer
- Got to know about it via Facebook
- Got to know about it via newspaper
- The lecture Tomas Snellman, founder of Reko-ring in Finland, held in January 2017
- Other

12) What do you see as obstacles to continuing to sell via Reko-ring?

- That I do not have enough to sell
- That I have difficulty getting to the place
- Time does not suit me
- I find it difficult to post ads on Facebook
- See no obstacles
- Other

13a) Is Facebook a good tool for Reko-Ring?

- Yes
- No
- Do not know

13b) If you answered no, what would you prefer for another consumer-producer contact platform?

14a) How do you experience the atmosphere in the Facebook forum for producers?

Scale from 1 - 6, Very poor to very good

14b) How do you experience the atmosphere at the drop off occasions?

Scale from 1 - 6, Very poor to very good

15) Do you have any other comment or an improvement proposal for Reko-ringen? Feel free to share!

## Appendix 2. Questionnaire consumers

1) I buy in Reko-ring via:

- Bollebygd
- Borås
- Herrljunga
- Mark
- Kind
- Toarp
- Ulricehamn

2) Write three words you associate with Reko-ring.

3) What goods did you buy the last time you shopped?

- Meat
- Vegetables
- Dairy
- Eggs
- Colonial goods - for example soy, jam, drinks or other processed and packaged goods
- Bread and pastries

4) How long have you bought food from Reko-Ring?

- Since it started in my area?
- About a year
- Joined recently
- Other

5) How did you get information about Reko-ring?

- Via a friend
- The newspaper
- Radio
- Facebook
- Know a producer
- Other

6) Have you increased purchases from producers in Sjuhärad since you started shopping via Reko-ring?

- Yes, to a large extent
- Yes, to a small degree
- No, unchanged
- No, reduced
- Do not know

7) Is there something you think is missing in the offer?

8a) Have you come across that the desired item has already been sold out?



- Yes
- No

8b) If yes, what type of item?

- Meat
- Vegetables
- Dairy
- Eggs
- Colonial goods - for example soy, jam, drinks or other processed and packaged goods
- Bread and pastries

9) How many times in the last 6 months have you shopped via Reko-ring?

- Occasionally
- About half of the possibilities
- Almost all occasions

10) If you are a regular consumer at Reko-ring, what are your reasons?

11) Are any of the following true? In that case, click on it.

- I think it makes sense with the personal meeting with the producer
- Reko-ring gives me a greater understanding of locally produced food
- I appreciate the quality of the food more when it is purchased via Reko-ring
- I gain a greater understanding of the role of food for the environment and climate when I shop via Reko-ring
- I feel a greater connection with my immediate area when I shop via Reko-Ring
- I agree with all of the above statements

12) What do you see as obstacles to continuing to buy via Reko-Ring?

- The place does not suit me
- Time does not suit me
- The offer does not interest me
- I do not like to use Facebook
- I think it's too expensive
- I think it's too complicated
- I do not like to order in advance
- Other

13a) Is Facebook a good tool for Reko-ring?

- Yes
- No
- No opinion

13b) If you answered no, what would you prefer for another consumer-producer contact platform?

14) If you have children, was the person / persons involved in the most recent purchase via Reko-Ring?

- Yes, with and selected goods
- Yes, with the delivery
- No

15a) How do you experience the atmosphere in the Facebook forum?

Scale from 1 - 6, Very poor to very good

15b) How do you experience the atmosphere at the drop off occasions?

Scale from 1 - 6, Very poor to very good

16) Do you have any other comment or an improvement proposal for Reko-ringen? Feel free to share!